JULY 24, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmag[illegible] of Radio

Broadcast Adve[illegible]

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TECHNOLOGY DEPT.

the uniquely successful programming of one of America's great stations is built around a four-point formula that every advertiser, agencyman and broadcaster should know.

please turn to pages 26-27

Advertisement number 5 in a series designed to show the close relationship between WLS listeners and our staff, due to their long association with the station.

ONE HUNDRED YEARS

OF ENGINEERING

Five Operators with WLS Since 1924!

Even engineers at WLS are well known to the radio audience, for in the early days of radio, it was commonplace for operators to participate in programs. Five WLS engineers have been with the station since the "early days" — since 1924, when the station first began broadcasting. Chief Engineer Tommy Rowe, Homer Courchene, Charley Nehlsen, Burr Whyland, Bill Anderson — all five of the men pictured here came to WLS in 1924; some of them helped build our first transmitter!

In the past 20 years they, as well as the veteran entertainers, announcers and executives of WLS, have learned to know the Midwest America radio audience, have developed a mutual friendship with WLS listeners. Such friendly listeners are naturally loyal to the station . . . loyal and *responsive.* That's why *WLS Gets Results!*

WLS

CHICAGO 7

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

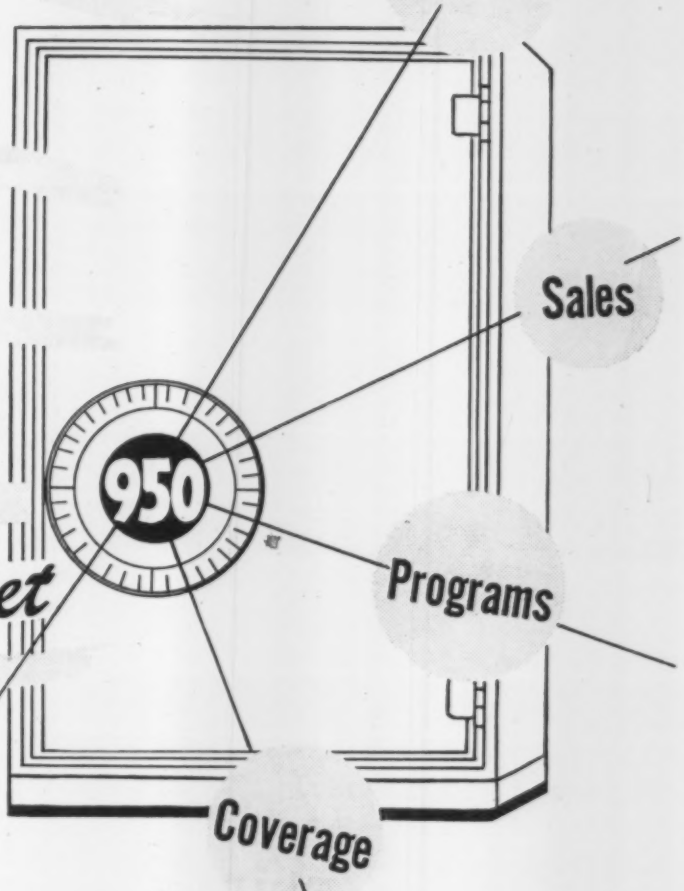
MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK—**KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL

TRY THIS

"right combination"

FOR UNLOCKING THE

Philadelphia Market



The Station that Sells

WPEN

PHILADELPHIA • PA •

950 ON THE DIAL • 5000 WATTS

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

One flew East... O

H. R. Ekins of WSYR

accredited war correspondent

Now with General Eisenhower's Headquarters in Europe.

★

Vadeboncoeur of WSYR

accredited war correspondent

Just returned from General MacArthur's Headquarters in the Pacific.

★

One flew West...

BUT . . . both accredited war correspondents flew from WSYR, in Syracuse, New York to the Eastern and Western theatres of war operations.

Not only was the accreditation of the two correspondents from WSYR an accomplishment for the news personnel of WSYR, but the performance of the two journeys indicates an outstanding news policy for this aggressive, up-state New York radio station.

This news policy is in accordance with the Lewis Carroll observation attributed to the Walrus—"the time has come"—The time, WSYR feels, has come for individual radio stations in addition to the major networks, to do a special news-service for its listeners.

Thus, the management of WSYR in cooperation with the War Department, arranged these trips of Vadeboncoeur and Ekins, specifically for the listening audience of WSYR. To the people of Central New York, Vadeboncoeur brought the activities of General MacArthur's Headquarters, familiarizing his audience with his own colorful, inimitable version of this vital war front. So popular were his dispatches that requests for more than 20,000 copies have been received to date.

Now, H. R. Ekins, famous war correspondent and WSYR news commentator, is sending his daily dispatches from the Normandy front to a large and ever-growing WSYR audience.

As a result of such a news policy . . . it is to WSYR, the voice of Central New York, that thousands of listeners dial for the best in news services.

On D-Day, in a city served with four radio stations and two newspapers, a recall survey conducted by the impartial Syracuse Statistics Bureau showed that 32% of the people interviewed got their original news of the Invasion on WSYR.

A further coincidental listening survey indicated that with Vadeboncoeur and Ekins handling a special news forum at regular forty-five minute intervals, in addition to the fine NBC news coverage, 40% of the people interviewed were currently getting all of their war news on WSYR.

WSYR

SYRACUSE, N. Y.

"the station with the stars"

BASIC NBC

5000 Kilowatts

REPRESENTED BY RAYMER

KOIL Columbia, of course The Radio Buy of OMAHA

Hot Springs has its *Health Resorts*

Omaha has its *Modern Drug Stores*

Omahans Believe in Good Health and Good Appearance

YOU can find everything from vitamins to nail polish in Omaha's well stocked, up-to-date drugstores. In fact the average Omaha family invests more than $125 per year in good grooming and health, creating a retail drug business of nearly $9,000,000 per year.

This concern over good health and smart appearance demonstrates Omaha's general prosperity and its possibilities as a rich market. Get your share of this active market directly, daily, through KOIL at low cost.

A PROSPEROUS MARKET

In 1943 Omaha's effective buying income per capita was $1,907. This figure is among the highest in the nation.

Represented Nationally by Edward Petry Co., Inc.

KOIL CBS in Omaha

5000 WATTS — 1290 KILOCYCLES

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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Democratic Plank Ignores Radio Freedom	11
Radio in Front as Spot News Medium	11
OWI Halts Radio Aid to WAC Recruiting	12
Spot Drives Promote N. Y. Movie Premieres	12
Listeners Crave 'Simple' Broadcasts —*By Walter J. Neff*	13
Flint Bank Sold on Radio	13
WQXR, WINX, KECA, Other Sales Approved	14
WLIB Purchased by New York Post	14
U. S. Radio Sets World Pattern, Says Feldman	16
'Post' Article Calls Fly 'Controversial'	16
Capital Bureau Proves Successful —*By Howard Chernoff*	21
Kafka Heads Treasury Music Group	22
Interim Report on Probe Held Unlikely	28
GE Booklet Surveys Postwar Set Demand	52
WJR to Continue PA Wire Service	56
United Advertising Plans Drug Campaign	61
Text of OWI Letters on WAC Radio Recruiting	64
Convention Upsets Programs	67
WPB Conversion Plans Leave Radio Unaffected	70

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WASHINGTON, D.C. BOASTS GREATEST GAIN IN THE U.S.

1,250,000 people now in the primary area with a buying income of over a billion and a half dollars.

REACH THEM ON . . .

WOL

WASHINGTON'S ONLY 24 HOUR STATION

SPOT SALES, Inc. NAT'L REPS. NEW YORK, CHICAGO, SAN FRANSISCO, HOLLYWOOD

When you think of America's 4TH Largest Market you must think of

WAAT

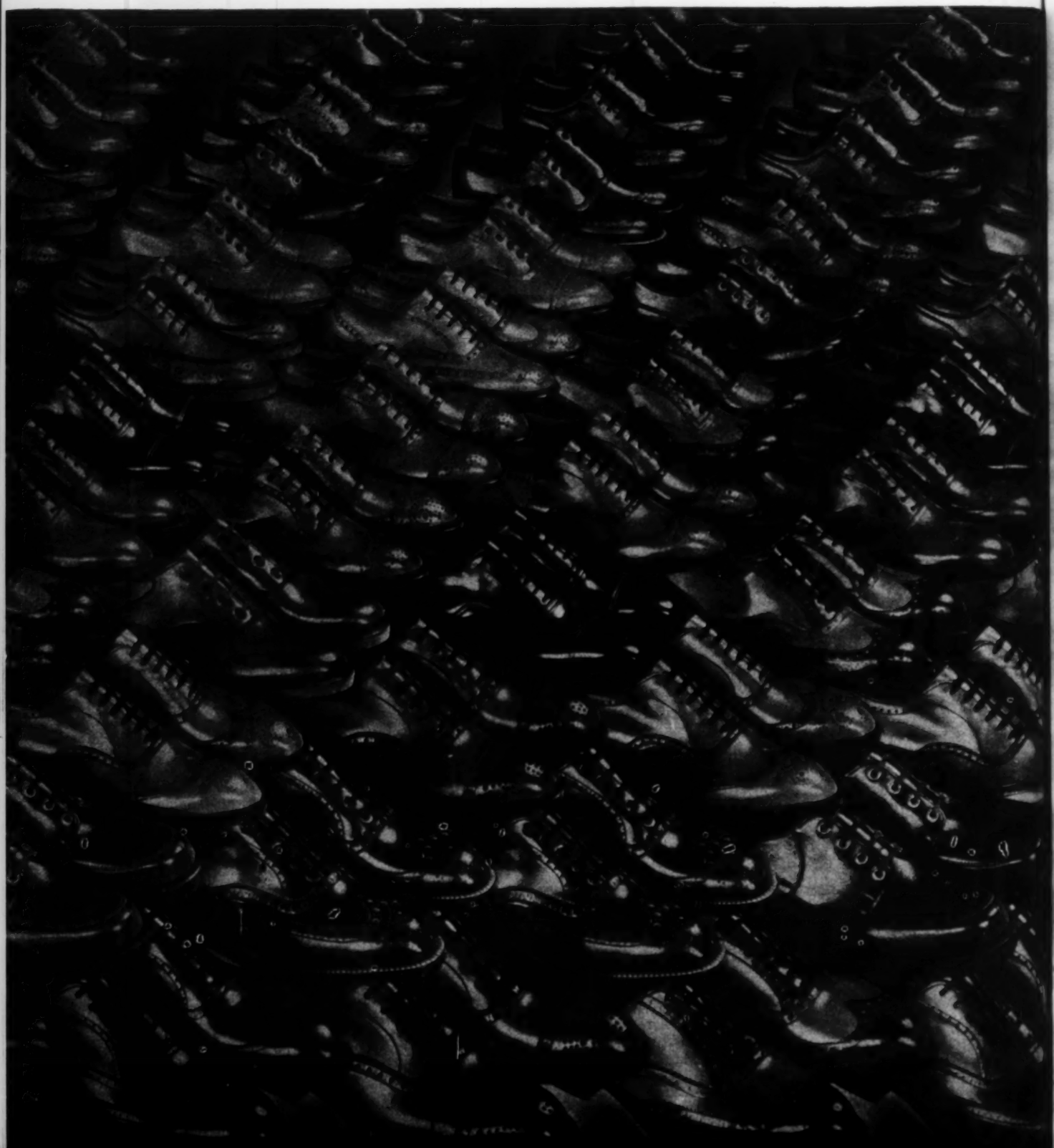
970 KC
NEWARK, N. J.

Because –

Between 8 A. M. and 6 P. M. WAAT delivers more listeners per dollar in America's 4th Largest Market than any other station – including all 50,000 watters! See latest surveys! Check availabilities! National Representatives, Spot Sales, Inc.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

You can judge a station by



...by the sponsors it keeps...

The method is fool-proof.

Take the case of Thom McAn Shoes.

In shoe business, Thom McAn is tops (as WABC is in radio business). More people buy their shoes from Thom McAn than from any other retail shoe chain in all America.

In radio, you couldn't ask for a better sponsor than Thom McAn. This company has sponsored WABC's *7:45 AM News* for nearly *six years*. Never a week missed in the 294 weeks since its first broadcast.

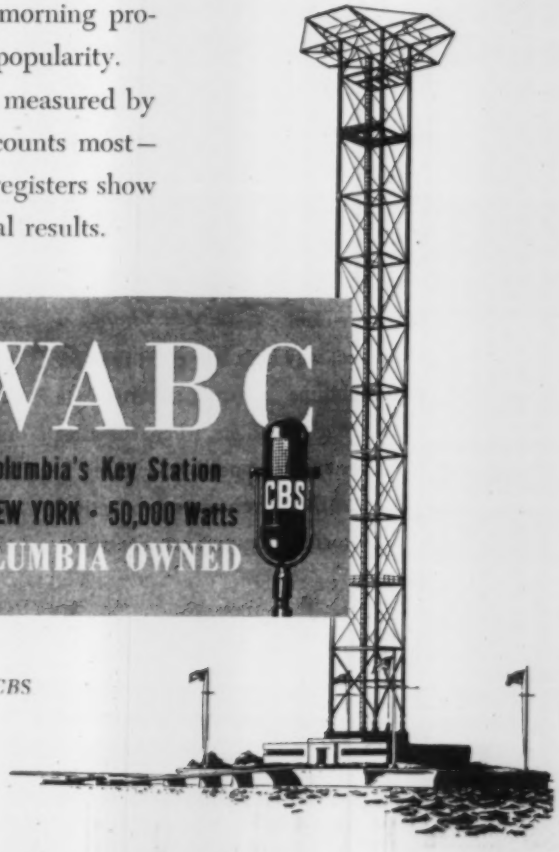
At least three fundamental reasons why Thom McAn and WABC have found it profitable to "go steady" for so long:

1. Thom McAn's agency, Neff-Rogow, Inc., likes WABC for its results. Neff-Rogow has bought time for more of its clients on WABC than on any other station in the country.

2. Consistently, year after year, WABC's early-morning programs have led all New York competition in listener popularity.

3. The influence of the *7:45 AM News* has been measured by both agency and advertiser at the point where it counts most—the point of sale or *on the hoof*. Thom McAn's cash registers show in big black *finite* totals that WABC gets exceptional results.

What's happened with Thom McAn has been duplicated over and over with other WABC sponsors. If you're the practical type who likes to gauge advertising results by cash in the till, trust your sales problem to WABC. We'll try to turn it into another success story.



Represented by Radio Sales, the SPOT Broadcasting Division of CBS

ONE OF A SERIES FEATURING OUTSTANDING USERS OF SPOT BROADCASTING

LOUIS J. NELSON, *Time Buyer, Wade Advertising Agency, Chicago*

Says—"Spot broadcasting can often supplement and reinforce even a big network job"

●Right you are, Mr. Nelson. We're glad you brought up that point because it seems to us that spot broadcasting has as great potential usefulness to network advertisers as to anybody else!

●For instance, why isn't it a good idea for any big nighttime network advertiser to select his stronger markets, where his sales costs are low, and use spot broadcasting to make these markets even more productive? With spot broadcasting you can control to a large degree the success or failure of your markets. As a matter of fact, spot broadcasting is an obvious solution for markets where sales aren't up to par or where the network station involved isn't as hot as it might be.

●It seems to us that *every* kind of radio usage has proved its economic value—and that the smart thing is for advertisers to use *each* kind for its own particular advantages.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KECA	LOS ANGELES
KOIN	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE
KFAR	FAIRBANKS, ALASKA

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 **NEW YORK:** *444 Madison Ave* Plaza 5-4130 **SAN FRANCISCO:** *111 Sutter* Sutter 4353 **HOLLYWOOD:** *6331 Hollywood* Granite 3615 **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 27, No. 4 WASHINGTON, D. C., JULY 24, 1944 $5.00 A YEAR—15c A COPY

Democratic Platform Ignores Air Freedom

Only Generalized Mention Made At Chicago

FERVENT HOPE that the Democratic National Convention would strike a strong blow for freedom of radio, paralleling the action of the Republican Convention, went out the window with the adoption last Thursday night of the streamlined Democratic platform. There was nary a mention of radio.

Before the Resolutions Committee completed its deliberation there was some slight hope that a free radio plank would be included in the platform. The original "thumbnail" platform endorsed by President Roosevelt made generalized mention of the "four freedoms" but no specific reference to radio or the need for legislation. The 1500-word platform as adopted following a bitter fight on the racial issue, while somewhat more detailed than that originally proposed, nevertheless avoided any mention of radio.

Deemed Repudiation

Efforts of the NAB and of a number of broadcasters to have radio included in the platform, offsetting the direct Republican thrust in favor of new legislation, evidently fell upon deaf ears. This was attributed to the view that a free radio plank espousing legislation would be viewed as a repudiation of the FCC's Democratic majority to spell out the Commission's powers. Such a repudiation, it was said, would have been embarrassing to President Roosevelt in his Fourth Term candidacy.

The view was freely expressed by radio men attending the Chicago sessions, that radio, as an entity, finds itself left with no alternative but to applaud the Republican platform and frown upon the Democratic. The Republican plank called for a revised law which would define "in clear and unmistakable language the role of the FCC."

Several Democratic spokesmen essayed to brush aside the radio complaint by asserting that platform pledges are meaningless anyway. They inferred that radio's troubles were man-made and could be cured by changes in FCC personnel.

In Chicago as well as in Washington the report was widely prevalent that FCC Chairman James Lawrence Fly shortly would resign to enter private radio practice. [BROADCASTING, July 17]. Latest reports linked him with Muzak Corp. which provides transcribed service to hotels, restaurants and other public places but which aspires eventually to establish a noncommercial radio service to homes on a subscription basis. Presumably this would be done by FM rather than wired radio.

President and owner of Muzak is William B. Benton, vice-president of the U. of Chicago and former head of Benton & Bowles, one of the top agencies in radio placements. Mr. Benton, like Mr. Fly, is an extreme liberal. They have been close friends for years. These new reports linked Mr. Fly with the Muzak operation either as counsel or as an operating executive. Confirmation could not be procured from either principal. Mr. Fly has avoided all inquiries regarding his plans.

Because of the President's absence from Washington and the Congressional recess, there was no indication of an immediate appointment to fill the vacancy created by the retirement from the FCC of Comdr. T. A. M. Craven on July 1. It was doubted whether an appointment would be made for some weeks. Before the President left Washington he did make one or two executive appointments but there was no word forthcoming regarding the FCC vacancy.

Truman Nominated

Although there are a half-dozen known candidates for the Craven post, the only name still mentioned is that of Rosel H. Hyde, assistant general counsel in charge of broadcast activities. A Republican from Idaho, Mr. Hyde could be named to the Commission since there are now only two Republican members (Case and Wakefield) as against three Democrats (Fly, Walker and Durr) and one Independent (Jett). The law specifies there shall not be more than four members of a single political party.

Nomination of Sen. Truman as Roosevelt's running-mate may augur for a more rapid reorganization of the FCC. A right-wing Democrat, Sen. Truman is a member of the Senate Interstate Commerce Committee, in which radio legislation originates. While preoccupied with his war activities investigating committee, which has won him national prominence, the Missourian has taken more than cursory interest of radio and participated in a number of the hearings last November and December on the White-Wheeler bill (S-814), to amend the Communications Act of 1934. He has been in the Senate since 1935.

Vice-President Wallace's renomination would have strengthened the position of the FCC majority. Mr. Wallace has been regarded as the titular head of the left-wingers—a group to which Mr. Fly and Clifford J. Durr, Alabama Democrat, are adheents.

Should Mr. Fly leave the Commission, it is regarded as a certainty that the left-wingers would press vigorously for Mr. Durr's elevation to the chairmanship. To that there would be opposition aplenty, both from conservative forces within the Administration and from all private enterprise subject to FCC regulation.

Mr. Durr's close identity with the left-wing group was reflected in the announcement last week in

(*Continued on page 66*)

Radio in Front as Spot News Medium

Worldwide and National Events Provide New Role

By BILL BAILEY

PRECEDENTS in radio news reporting, established last week during the Democratic National Convention in Chicago, are expected to serve as guideposts for broadcasting's future role as the top spot news medium.

In the not far distant future important conferences of high-ranking officials will be brought at first hand directly into the homes of American listeners, who heretofore have been given the news through radio newscasts and newspapers.

News Conference Aired

Considered by radio newsmen as the "ice-breaking" episode needed to encourage more "direct-to-the-people" coverage were several "firsts" in broadcasting at the Democratic Convention. Foremost of the foundation events in radio's news reporting career was the broadcast last Tuesday night by CBS of a news conference by Sen. Samuel Jackson (D-Ill.), the Convention's permanent chairman.

Word had gone out to radio and the press that Sen. Jackson would read, at a 9 p.m. news conference, a letter President Roosevelt had written regarding his wishes about Vice-President Wallace as a running mate in the coming election. Networks as a whole were told prior to the convention that the news conference couldn't be aired because of their informality.

Paul White, CBS director of news broadcasts, had other ideas. CBS newsmen contacted Sen. Jackson. Would he have any objections to reading the letter (at his news conference) over the microphone so the American people would get the information first-hand? Sen. Jackson, it is reported, not only had no objections but thought it a good idea.

CBS engineers dropped a line from the network's headquarters in the Stevens Hotel to the news conference room in the Committee publicity quarters. Engineers had to tie a weight to the end of the line and toss it across a court.

Engineers and newsmen of other networks saw the line dropping but paid little heed. The line terminated in a room adjoining the conference. John Daly, CBS reporter-analyst, took his place beside Sen. Jackson. A moment before the news conference opened, Mr. Daly brought in a microphone in a little black bag, line trailing from the other room, but still nobody paid much heed.

At the appointed moment the Senator opened his news conference, speaking to what appeared to be a roomful of reporters. Actually he addressed CBS listeners who

(*Continued on page 62*)

OWI Halts Radio Aid for WAC Drive

NAB Asks All Stations To List Available Air Time

IN A COURAGEOUS and unprecedented action, the OWI Domestic Radio Bureau last week notified radio stations that it will no longer call upon broadcasters to contribute time for Women's Army Corps recruiting as long as the War Dept. uses its WAC advertising appropriations exclusively in newspapers.

Allocations to stations and networks for WAC recruiting, scheduled to begin Aug. 28, were tentatively cancelled in conformity with the OWI decision taken after the War Dept., according to OWI, decided to spend all of its fund for WAC recruiting during the next four months in 1,800 daily newspapers. Advertisements for the WAC campaign, handled by Young & Rubicam, began to appear last week.

While having the appearance of fighting a commercial battle for radio, OWI's position in the WAC recruiting matter, set forth in a memorandum received by stations from John D. Hymes, deputy chief of the Bureau, was taken primarily to protect its relations with radio stations which have previously registered objections to giving time to campaigns which have received paid advertising in other media.

As BROADCASTING went to press late Friday, Mr. Hymes sent out a second memorandum to stations asserting that the War Dept. expects to consider proposals "including all media" for the initial phases of WAC recruiting advertising and that it has been informed plans for the first four months of the fiscal year have not been completed. It was learned contracts have already been placed with magazines and billboards in addition to the current newspaper campaign.

Mr. Hymes' memorandum follows:

In our memorandum of July 13 we said that the War Dept. "has decided to spend their advertising appropriations for WAC recruiting for the first four months of this fiscal year which starts on July 15, 1944 by buying newspaper space exclusively in 1800 newspapers throughout the country."

The War Dept. informs us that this announcement was in error and that plans for the WAC advertising program for the first four months of the fiscal year are not complete.

We are informed that while complete plans for the first period have not yet been determined the War Dept. expects to consider proposals including all media.

Should the War Dept. decide to buy radio time, we shall notify you. In the meantime, the Domestic Radio Bureau will adhere to its policy of not asking free help from one medium for a campaign which is receiving paid support in other media.

Earlier, George P. Ludlam, chief of the Radio Bureau, issued a statement of policy pointing out that plans to cancel OWI allocations for WAC recruiting does not mean that other facilities of the Bureau will not be used for this purpose and that individual stations are "entirely free" to carry the messages (see texts on page 64).

Representations to both the War Dept. and Young & Rubicam to obtain a fair share of the WAC recruitment budget for radio stations were meanwhile continued by the NAB, following its open letter to the agency urging that it concentrate the entire advertising appropriation to radio [BROADCASTING, June 26].

In an effort to determine whether stations will accept paid WAC advertising and whether desirable availabilities exist for such advertising, Lewis H. Avery, NAB Director of Broadcast Advertising, queried all stations last week for information to serve as the basis for concrete proposals to place WAC advertising on the air.

Specific questions asked of broadcasters are: (1) Would you accept paid WAC recruitment advertising over your station? (2) What type of program service would do the best job over your station? (3) What are the best availabilities you can offer for an Oct. 1 start?

$5,000,000 Fund

Mr. Avery also wrote radio station representatives asking their cooperation in obtaining early replies from stations, explaining that in handling this preliminary information NAB's purpose is "to expedite the presentation on behalf of the broadcasting industry and to consolidate the program suggestions and time availabilities through one source for the convenience of the advertising agency."

Appropriations for advertising for WAC recruiting in the amount of $5,000,000 were included in the War Dept. appropriation act for the fiscal year 1944-45. From this total, a four-month program is being planned, of which the initial commitment was for a newspaper campaign now in progress. Young & Rubicam, which has handled WAC recruiting advertising in the past, has been given the War Dept. contract.

OWI officials have apprised the War Dept. of the probable reaction of many broadcasting stations to expenditure of so large a sum for WAC advertising if radio were not included, although it made no representations in favor of any particular media. It merely served notice that it could not with propriety ask stations to give time to WAC recruiting while the Government was purchasing advertising in another media for the same campaign.

War Dept. officials declared that the medium selected for the initial phase of the WAC recruiting drive was recommended by Young & Rubicam and that the department exercised no influence in the determination of media. It was explained that circumstances having to do with the time factor and the type of problem involved entered largely into the agency's recommendations.

It was reported in broadcasting circles that network and station opposition to accepting paid advertising by Government may also have influenced the agency in deciding on a newspaper campaign.

The War Dept. policy in using paid advertising for WAC recruiting was endorsed by the War Advertising Council last spring when the Department considered plans for the present fiscal year. T. S. Repplier, executive director of the Council, in a letter to the Army dated April 3, stated:

"It is the Council's considered opinion that it would be most unwise to cancel the Army's paid campaign and I believe that an examination of the facts will support this viewpoint . . . The Council strongly recommends that the Army continue its paid advertising campaign in behalf of WAC recruiting."

Several government agencies have previously expressed opposi-

(Continued on page 65)

FIRST NETWORK BROADCAST of a news conference from the Democratic National Convention was aired in Chicago last Monday when John Daly of CBS held portable microphone while Sen. Samuel D. Jackson of Indiana, Convention's permanent chairman, read to newsmen President Roosevelt's letter regarding his views on Vice President Wallace as a candidate for reelection. Notified of the news conference for Monday afternoon, CBS News Chief Paul White had engineers drop wires from the network's headquarters in the Stevens Hotel to Democratic newsroom. Mr. Daly carried microphone in a bag and just as Sen. Jackson started to speak the CBS reporter held the microphone before Sen. Jackson. Entire news conference was aired over the network.

Spot Drives Given Movie Premieres

Heavy Radio Promotion Used By Studios, Theatres in N. Y.

FILM COMPANIES and local theatres appear to be going in for unusually heavy picture promotion in the New York area this summer, blanketing the city with spot announcements ranging from 250 per week to as many as 800 weekly. The latter high frequency is being used by 20th Century-Fox Film Corp. for a special campaign for "Wilson" [BROADCASTING, July 3].

Rockefeller Center Inc., New York, to promote the world premiere July 20 at Radio City Music Hall of the Metro-Goldwyn-Mayer film "Dragon Seed", is using a total of 250 one-minute transcribed announcements weekly on 11 New York stations. Drive started July 14 for a run of about two weeks. Agency is Donahue & Coe, New York.

Capitol Theatre, New York, is also using some 250 transcribed spot announcements weekly on 11 New York stations, to promote the world premiere of "Since You Went Away," a production of David O. Selznick International Pictures, released through United Artists Corp. Discs, featuring the film's stars, were prepared by the Selznick company. The theatre's campaign started the week of July 13, building up to the World Premiere July 20 and will continue until July 26. Donahue & Coe, New York, handles Capitol advertising. This drive dovetailed with a 10-day preliminary campaign for the film itself, placed by Foote, Cone & Belding, New York, agency for D. O. S. International Pictures, using 30 and 60-second participations on from 10 to 12 New York stations.

Jaques on NBC

JAQUES MFG. Co. (KC baking powder), begins sponsorship Aug. 5 of a half-hour morning variety program, *KC Jamboree*, Saturdays, on 6 NBC stations, originating out of WMAQ Chicago. Featuring Curley Bradley, cowboy singer and actor, locale of *KC Jamboree* will be a western hotel and night club. Ed Allen will announce. Contract is for 52 weeks, and agency is Leo Burnett Co., Chicago.

Wright Shoe Spots

E. T. WRIGHT SHOE Co., Rockland, Mass. will distribute to about 100 dealers throughout the country open-end transcribed commercials for placement on local stations as part of a fall campaign emphasizing shoe styles in relation to health. Discs are being cut by World Broadcasting System, New York. Agency is H. B. Humphrey Co., Boston.

QUENTIN REYNOLDS, CBS analyst, who m.c.'s *Report to the Nation* on CBS, will be heard on the *Jergens Journal* on the Blue each Sunday, Aug. 6 through Aug. 27 with Fulton Oursler, from New York, and Louella Parsons, from Hollywood, substituting for Walter Winchell during his vacation.

Listeners Crave 'Simple' Broadcasts

String Trios and Solo Programs of Past Years Still Have Appeal

By WALTER J. NEFF
President, Neff-Rogow Inc., New York

WALTER NEFF is well qualified to talk about radio's early days, for he was there. Active in New York radio since 1923 and before that a singer at WWJ Detroit, to say nothing of his boyhood ham operator days—Mr. Neff sang, acted, announced, produced programs and sometimes handled the controls, pioneere in sportscasting, making the first prizefight, circus and professional football broadcasts ever heard, working on half a dozen stations in as many years. In 1928 he joined WOR as an announcer, resigning the post of sales manager in 1936 to help found Neff-Rogow Inc., radio advertising agency.

AS OLD-TIMERS will remember, radio programs originally were simple, and consisted almost entirely of instrumental solos, vocal soloists and speakers—with an occasional string trio or dance band. There also were combinations of singers with instrumental accompaniment. Easterners will well and favorably remember such programs as *Old Man Donaldson* and his talks of adventure; *Don Amazo* with his romantic violin; *Main Street Sketches*, and its homely, rural philosophy; Willard Robison, alone at the piano, singing his typically American folk songs. Kate Smith, Bing Crosby, Morton Downey, *Singin' Sam*, Whispering Jack Smith, Little Jack Little, Charlie Hamp, and scores of others, with only a piano for accompaniment—these were radio—these were *big* shows—with *big* audiences—*in the evening*. These were performances with a friendly, intimate character, any one of which might have taken place in its entirety and been perfectly natural in the home of the person listening in.

From this inauspicious beginning, radio gradually developed larger and larger programs, bigger and bigger casts, until today it is almost a rarity, at least during the evening, to hear a good soloist with simple accompaniment—for an entire program on any major station.

Public Likes Simplicity

What brought about this change? Did the *listener* seek it, or did radio *force* the so-called big program on him? Did competition become so keen that program directors felt they'd be snowed under unless an orchestra was composed of 30 or 40 pieces, played only special arrangements, and featured only big names? Were program directors afraid to pit the simple against the complex?

Radio's greatest percentage of actual listeners per available set was in its earlier days. This, of course, was partly due to the novelty of radio—but I don't believe entirely so. I think that with the advent of big shows, much of the intimacy between a listener and the radio station was lost.

MR. NEFF

Wouldn't you, yourself, appreciate hearing a half-hour of good piano music, either popular or classical, in the course of an evening? Or a half-hour, or even 15 minutes, of some good songs, with only piano accompaniment and perhaps an occasional violin obligato? And wouldn't you occasionally love to hear the simplicity of a good string trio playing the songs with which you are familiar? Or a fine quartet singing songs you love to hear a quartet sing?

I believe the answer to most of the above questions is "yes". I do not believe the public has changed its likes and dislikes during the years. I think the public, generally, would love to hear these simple programs on major stations sometime during the evening hours. I believe further that this simple fare has been denied the radio audience to the point of where it would receive a rousing welcome at this stage.

Now don't get me wrong! I am not suggesting for one minute that we pass up our presently popular big shows. They are fine! What I *am* suggesting is a better balance in our radio diet. When will our *major* radio stations have the courage to put on a so-called "cheap" show in competition with a great **big** one?

Let's get back to some of the more earthy things in radio during the evening. Let's at least get back to a better balance of the little and big programs, and see if, through them, we can again attract additional *listeners*, who listen additional *hours*, by giving forth with some of the intimacy which was responsible for putting radio "over the top" in such a big way during the early days.

FLINT BANK SOLD ON RADIO

Signs Third 52-Week Contract for Daily Noon Newscast

IN FIVE MINUTES a contract was "signed, sealed and delivered" with WFDF Flint, Mich. for the Citizens Commercial & Savings Bank of Flint, calling for a daily noon newscast. This was the third time since 1942 that Arthur H. Sarvis, vice-president of the bank, has signed a yearly contract with WFDF and the speed with which it was done is evidence of the success of the past two years of bank radio advertising, according to the July *Bulletin* of the Financial Advertisers Assn.

The Citizens Bank started in radio with a dignified transcribed series of good music, the *Bulletin* says. After 14 weeks, on the advice of the station program staff, the bank decided to change the pace of its program because the classic angle had failed to sell the bank to WFDF listeners.

Together with bank officials, the WFDF programmers suggested a newscast. After a few months of the daily news at noon, the bank signed a full 52-week contract. The Citizens Bank is now in its third yearly contract with WFDF.

According to the bank's advertising counsel, Thurston S. Jenkins, "Radio advertising . . . has produced really remarkable results. This is largely due to an intelligent use of the medium by following the advice and counsel of the radio men themselves and to the faith and patience of the bank's executive officers in radio advertising . . ."

The bank offered a Family Budget Book that had been available to the customers with no response until it was mentioned on the air. With 12 commercials devoted to the book, 11,000 have been distributed, according to the *Bulletin*. They also offered a war map to service men, with outstanding results and responses coming in from all over the world.

The bank, from experience now feels that the best advice to an advertiser seeking a radio program is to "go direct to the radio station executives—and abide by their decision. Local advertisers in Flint have found the executives of station WFDF to be most helpful . . ."

Macfadden on 112

MACFADDEN Publications, New York, in promoting *True Story* magazine, is now using a series of five-minute transcribed dramatizations on 112 stations throughout the country. Series, starting about the 15th of each month, runs monthly from four to eight days at varying intervals. Agency is Raymond Spector Co., New York.

Morton Salt on 150

MORTON SALT Co., Chicago begins sponsorship July 31 of a spot campaign promoting the use of salt in home canning, using two spot announcements daily, Mondays through Fridays, on approximately 150 stations. Contract is for four weeks, placed by Kenyon & Eckhardt, Chicago.

BBDO May Get Further Cresta Blanca Business

CRESTA Blanca Wine Co., Los Angeles, subsidiary of Schenley Distillers Corp., New York, is considering appointing BBDO New York to handle the DuBonnet advertising, it was learned last week. If shift takes place, this will be the second Schenley product acquired by BBDO this year. First was Cresta Blanca Wines [BROADCASTING, March 27]. Change will effect the Xavier Cugat program *Your DuBonnet Date*, which goes off the air July 26 for a five-week hiatus [BROADCASTING, July 10].

A decision is expected this week on shift of all Schenley radio programs in the fall to the West Coast, where the Cresta Blanca Sales Company was set up earlier this year. Programs include the Cugat show, and Schenley's *Cresta Blanca Carnival* on CBS, currently replaced for the summer by *The Doctor Fights*, institutional series highlighting penicillin and placed by Biow Co., New York. Still under consideration for a winter series for Cresta Blanca to begin Sept. 5, is *This Is My Best* [BROADCASTING, July 17].

Seven Station Transfers Granted by FCC

Times, Post, Louis Get WQXR, WINX Ariz. Net

CONCERN OVER a possible FCC policy to withhold approval of station sales because of price factors, was dispelled last week with the granting of seven station transfers involving an aggregate of nearly three million dollars by the FCC.

The approvals constitued the largest single schedule of station transactions to be sanctioned at one time. Some two score applications for transfers are pending before the Commission, while another dozen are understood to be in the negotiating stage—most of them resulting from the FCC's "duopoly" rule banning dual ownership of stations in the same or overlapping areas.

Two to Newspapers

The fact that two of the transfers involved sales to important newspapers—WQXR New York to the *New York Times*, for about $1,100,000, and WINX Washington to the *Washington Post*, at the unprecedented figure of $500,000 for a local—made the FCC's actions infinitely more significant.

Transactions approved were as follows:

1. WQXR and WQXQ (FM) from John V. L. Hogan and Elliott Sanger, to the New York Times Co., for approximately $1,100,000.

2. WINX Washington from Lawrence J. Heller and his family and Lt. Richard K. Lyon, USNR, to Eugene and Agnes Meyer, doing business as the *Washington Post*, for $500,000 cash.

3. KECA Los Angeles from Earle C. Anthony, also owner of KFI, to Blue Network Co., for $800,000 cash (duopoly sale).

4. Sale by Arizona Publishing Co. of controlling interest in KTAR Phoenix and KVOA Tucson, along with minority interests in KYCA Prescott and KYUM Yuma, to John J. Louis, vice-president of Needham, Louis & Brorby, Chicago advertising agency, for $375,000.

5. Acquisition by Mr. Louis of control of KYUM for $15,438 from R. N. Campbell, D. Morgan Campbell, and Eleanor McCoy.

6. Acquisition of control of KYCA by KTAR Broadcasting Co., for approximately $6,500.

7. Sale of WJLD Bessemer, Ala., by J. Leslie Doss, former general manager of WJRD Tuscaloosa, Ala., to George Johnston, real estate and investment banker, for $106,000.

Commissioner C. J. Durr, extreme liberal Democrat, voted against the newspaper transfers as well as that involving WJLD, in his home state of Alabama. The votes in these three cases were 4 to 1, with Chairman James Lawrence Fly and Commissioners Norman S. Case, Ray C. Wakefield and E. K. Jett voting affirmatively. Commissioner Paul A. Walker was on vacation. It is understood there was some discussion about postponement of consideration of the transactions last Tuesday in view of Mr. Walker's absence.

Commissioner Walker at the meeting the preceding week had questioned the prices on the stations—notably those which went to the newspapers. Moreover, it is generally known that Rep. Richard E. Wigglesworth (R-Mass.), who consistently has sought details on station sales, had made inquiries about the pending applications. Rep. Wigglesworth is a member of the House Select Committee Investigating the FCC.

The Commission's actions last Tuesday followed approval a fortnight earlier of the sale of WJJD Chicago by the Atlass brothers and minority associates, to Marshall Field, New Deal publisher of the *Chicago Sun* and *PM*, for $750,000 [BROADCASTING, July 10]. That broke the logjam, with some members of the Commission, led by Messrs. Walker and Durr, apparently feeling that prices were out of line as compared with invested capital and intrinsic values. The majority, however, again has held that price is no concern of the Commission and that the deciding factors are character, finanial responsibility and "know-how".

Most of the pending sales transactions are an outgrowth of the FCC's so-called "duopoly" regulation. Prices generally are the highest in history. The WINX transaction was more than double the price ever heretofore paid for a local station without network affiliation, irrespective of market.

Under the *New York Times* transaction, which brings into radio the nation's foremost daily newspaper, Messrs. Hogan, who was president and principal owner, and Sanger, executive vice-president and part owner, remain as directing heads under a five-year contract. Nicholas Roosevelt, former Deputy Director of the OWI, is the liaison executive between the newspaper and the stations.

Arthur Hays Sulzberger, president and publisher of the *Times*, last week reaffirmed the statement he made in March when the sales agreement was reached, that there would be no change in executive direction or in program policies of WQXR. He announced further that hourly news bulletins provided by *The Times*, will continue to be broadcast over WMCA, but that the WQXR news will be expanded.

"As pointed out when the announcement was made that *The Times* had entered into an agreement to purchase these stations, we are proud to acquire a broadcasting medium which throughout its history has consistently maintained high standards of quality," he said.

"As broadcasting is a new business for us, we expect to move slowly while learning about it. We look forward, however, to the time when WQXR, as *The Times*' own radio station, will expand its news presentation so as to be of still greater service to its listeners and our readers."

The WINX transaction was completed last April, subject to FCC approval. The station began operation in 1940. Commissioner Durr's dissent in this case occasioned considerable surprise. The *Post* editorially has championed Mr. Durr's position in connection with the House Select Committee investigation of the FCC.

The Arizona actions give to Mr. Louis, whose agency is prominently identified with placement of radio business, control of KTAR KVOA, KYUM and KYCA. The transfer of ownership will be consummated within 30 days, it was announced. Richard O. (Dick) Lewis, general manager of Arizona Broadcasting Co., will continue with the operation and, it is understood, will increase his present 3% minority holdings in KTAR Broadcasting Co. Mr. Louis has been a winter resident of Phoenix for some seven years. Among other radio programs, he is credited with having originated *Fibber McGee & Molly* and *The Great Gildersleeve*.

In announcing the action last February, Charles A. Stauffer, chairman of the board of Arizona Publishing Co., said the sale was decided upon because of the "apparent antagonism of the Federal Government and the FCC, toward newspaper ownership of stations."

FCC NAMES RADIO EDUCATION GROUP

FCC committee to cooperate with the U. S. Office of Education and other agencies, and to consider planning on educational radio, was appointed by the Commission last week. Chairman is Commissioner Clifford C. Durr, with Chief Engineer George P. Adair and Edward Brecher, special analyst in the FCC law department, as comembers.

This policy action of the FCC follows recent issuance of a new application (Form 340), which combines Forms 309 and 313, for filing of petitions for educational facilities, and is consistent with the government project now underway for statewide national radio education setups to tie-in with classroom work. [BROADCASTING, July 3]. Five frequencies in the FM band are reserved for noncommercial educational stations.

The FCC policy statement said, "It appears that such plans, if carefully prepared with a view to fair treatment of public and private educational institutions, both urban and rural, at the primary, secondary, higher and adult education levels alike, may provide a sound means for securing the maximum possible utilization of educational frequencies."

PRESENTATION of the American Television Society plaque in recognition of the year's outstanding contribution to television programming is made appropriately before a video stage background by Dan D. Halpin (left) ATS president, to Robert S. Peare, GE vice-president in charge of advertising, publicity and broadcasting, who accents the plaque on behalf of WRGB, the GE television station.

WLIB Purchased By New York Post

DOROTHY SCHIFF THACKREY, owner and publisher of the *New York Post*, has acquired ownership control of WLIB Brooklyn, subject to FCC approval, at a reported price of around $250,000. Application for the transfer will be made within a few weeks, the station shiting from Elias I. Godofsky, president and general manager, and five co-owners, each owning 16 2/3 of the stock.

The owners in addition to Mr. Godofsky include Irwin Steingut, chairman of the board and minority Democratic leader in the New York State Assembly; William Weisman, treasurer and counsel and former vice-president of WMCA; Aaron L. Jacoby, vice-president; Arthur Faske, vice-president and chief engineer; and Louis W. Berne, secretary and sales promotion manager.

No Change Expected

While all will relinquish full financial control, several of those connected with the actual operation of the station are expected to continue at their posts, although no decision has been reached on this point. Mr. Godofsky, however, in association with Mr. Weisman, is planning to switch to FM broadcasting and is preparing to apply for a construction permit for an FM station in New York City within the next few weeks. The pair may go into the television field at a later date.

Established in May 1942, WLIB is operated by WLIB Inc. with 1,000 w on 1190 kc and limited time with WOWO. Station has featured semi-classical and light music. According to the announcement in the *New York Post* July 17, 1944, no changes in personnel or "drastic modification of the station's program policy" is expected.

This time MacFarlane covers the Democratic Convention

Ian Ross MacFarlane, exclusive news analyst for W-I-T-H, the independent in Baltimore, returns to Chicago this week. Once again, he'll give Baltimore the story behind the story of Maryland's own delegates.

It's another example of W-I-T-H's regard for what the station's audience wants.

That MacFarlane does a bang-up job is found in that box at the right.

Is it any wonder that W-I-T-H is called "The People's Voice In Baltimore"? Or that W-I-T-H has a listener loyalty that enables it to deliver the greatest Baltimore sales results per dollar spent in this . . . the 6th largest market?

What Billboard Says:

"One of the best jobs at the Republican Convention was done by Ian MacFarlane of W-I-T-H. He did four 15-minute shows a day for his Baltimore sponsor direct from the station's Stadium studio in addition to a running commentary and personality patter of the talks and convention by-play.

"MacFarlane did a bang-up job. He was familiar with political convention routine, had a legman, did some prowling on his own, and had a tap onto the house public-address system. From this and his own savvy he welded a crackajack chore."

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* · *Represented Nationally by* Headley-Reed

American Radio Sets World Pattern, Says Feldman, Back in This Country

HOW American radio technique is making its impact on the people of foreign lands, and is admired and imitated by friend and foe alike, was told by Arthur Feldman last week shortly after his return from London where he has been serving as assistant manager of the Blue network's London news office.

Mr. Feldman

Britishers listening in on American programs directed to U. S. servicemen through the American forces network and other channels, are keen about this radio fare, particularly such programs as *Charlie McCarthy, Jack Benny* (NBC), and *Chamber Music Society of Lower Basin Street* (Blue) which at one time had its British counterpart on BBC, but Mr. Feldman pointed out they don't realize they are hearing only the top-cream programs culled from the best material of the four major networks. Despite opposition from various directions—Brendan Bracken, British Ministry of Information head, and of course the BBC itself, commercial radio in Britian is likely to develop after the war, he predicted.

Operations in India

Reporting on a five-week visit to India, Mr. Feldman described the set-up of All-India Radio Corp., stating, in answer to a question, that operations are carried on almost entirely by Indians, but that the posts of news editor and chief engineer are held by Englishmen.

Outstanding radio event in India, where there is limited distribution of radio sets among the masses, no set manufacturing, and stations are linked through the shortwave relay system—is the erection of a 100,000 w transmitter in New Delhi, operated jointly by AIRC and the British Ministry of Information. Station operates as the propaganda voice of the Supreme Command in the Far East and as a source of news on that area for listeners in England. Lord Louis Mountbatten told Mr. Feldman while in India that he strongly approved the setting-up of a high-powered station which would bring the Far Eastern war much closer to the British public.

Radio Metropole, in Belgrade, which Mr. Feldman ranks as one of the shrewdest propaganda voices of the Axis, is borrowing liberally from American radio in its effort to appeal to the American soldiers, he said. Station has its own *Make Believe Ballroom*, patterned after Martin Block's recorded music show on WNEW New York, and offers the latest recordings — Oklahoma records were on the air two weeks after they were released in this country.

RM culls the shortwave bands for the latest American news commentaries, which are recorded and broadcast as part of its daily world news roundup. Mr. Feldman had the experience while in England of hearing his own voice broadcasting from this enemy station—the program so edited that a slightly critical commentary on an English official appeared to be an all-out tirade against him. Metropole offers English-language dramas, and news of American sports, interspersed with casual references of propaganda intent.

How does Axis radio material measure up with the the genuine American programs in appealing to listeners in the armed forces? Mr. Feldman was asked. He was vehement in stating that servicemen are enthusiastic listeners to American-issue programs, such as *Command Performance*, and for the most part make great sport, particularly in group listening, of Axis broadcasters such as Fred Kaltenbach, although they do listen some to popular music offered by the Axis radio stations. G.I. radio tastes run to a steady diet of jive, he said.

Mr. Feldman was assistant director of news and special events at NBC from 1939 until November, 1942 when he joined BBC in London as advisor on programs beamed to the U. S. In September, 1943 he joined the Blue network in London as assistant manager of the news office. He leaves New York Aug. 1 for San Francisco with G.W. Johnstone, director of news and special features, and Clete Roberts, proceeding to Gen. MacArthur's headquarters, replacing Mr. Roberts, whose new assignment has not been revealed.

Navy Honors Barry

LT. NORMAN BARRY, NBC Chicago announcer on leave with the U. S. Navy, has been awarded a Navy citation for meritorious service in enemy areas during May, according to word received by his wife.

POSTWAR SERIES
WRC Starts Programs on Plans For Peacetime Washington

POSTWAR series to be presented on WRC Washington in cooperation with the *Washington Daily News* started 8:30 p.m. Thursday, July 20. The programs, titled *Tomorrow's Washington* are a public service feature designed to stimulate postwar planning in the Nation's Capital, according to Carleton D. Smith, WRC general manager.

Tomorrow's Washington will cover those phases of Washington life which research organizations anticipate will be the most affected by peacetime expansion. In June, the series was previewed with an introductory broadcast, with Mr. Smith and Charles Stevenson, *News* city editor, explaining the aims of the program. Listeners are encouraged to submit ideas on postwar discussions.

Radio Group Formed

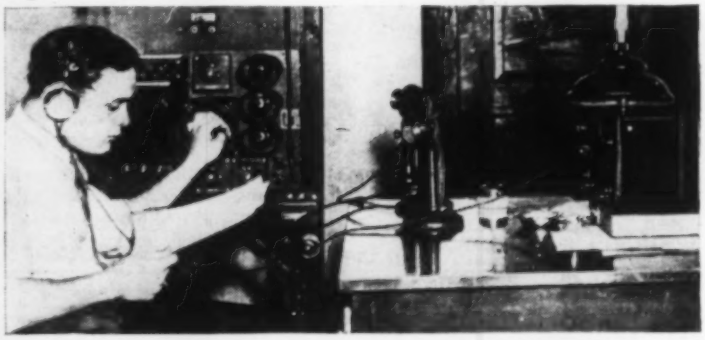
RADIO and radio parts manufacturers in the New York metropolitan area met last week to draft plans for the organization of Electronic Manufacturers Assn. to deal with industry labor problems. Ten companies have already applied for membership and are in effect charter members in EMA, for which incorporation papers will be filed this week, according to David Wald, president of United Scientific Labors, and temporary chairman of the association. Group will meet again during the week of Aug. 7 to elect a board.

Bendix Catalog Acquired

CATALOG of Bendix Publishing Co., including a number of favorite radio tunes, has been acquired by National Music Co., an affiliate of SESAC, and is available for use by stations licensed by SESAC. SESAC has also reported long-term renewals of its contracts with CBS and NBC, adding that the Blue contract was renegotiated at the time of the networks sale by RCA.

'Trent's' 12th Year

WITH THE airing of the 2,769th script, *The Romance of Helen Trent* on July 24 started its 12th year on CBS. Sponsor is American Home Products for Anacin and Bisodol. Program is produced by Frank and Anne Hummert of Hummert Radio Features, New York. Agency is Dancer-Fitzgerald-Sample, New York.



NEARLY 20 YEARS AGO, Carl Meyers, chief engineer of WGN, now Lt. Comdr. Carl Meyers of the Navy, sat at the controls of an early WGN transmitter in Elgin, Ill. Picture is interesting in connection with WGN's 20th anniversary celebrated last week. Note old-fashioned equipment.

SEP Article Calls Fly 'Controversial'

Henry F. Pringle Traces FCC Head's Career Since TVA

"A JITTERY industry at best, radio has come close to nervous hysterics during the five-year incumbency of Fly as head of the FCC," writes Henry F. Pringle in "The Controversial Mr. Fly," lead article in the *Saturday Evening Post* for July 22.

In 1939, when Mr. Fly was appointed FCC chairman, he "did a great deal to make the FCC more efficient," the article states, adding, "Fly did little, though, to make his own path smoother. It is traditional that Government officials should be easy going and affable. They are not supposed to work too hard. Fly, for all his outer softness, was often intolerant, even hard. He did no backslapping, either on the Hill or in the radio industry."

Traces Fly's Career

Tracing Fly's battle with the major networks and the NAB at some length, Mr. Pringle says that "the industry's opinion of Fly is unanimous on two points—that he wants to run radio and that he is a lawyer and administrator of vast ability." Mr. Pringle also cites the comment of Wendell Willkie following his defeat by Fly, when Fly was chief counsel of TVA and Willkie led the attack of Commonwealth & Southern against TVA, terming Fly the "most dangerous man in the United States—to have on the other side."

The article, which sketches in some detail Fly's pre-FCC career as well as his history as chairman of the Commission, concludes with a look into the postwar world when, Mr. Pringle says, "The air will be filled with any number of things." Optimistic predictions that FM broadcasting will make available all necessary radio channels may, in due time, be found inaccurate. The danger of monopolistic control may continue, after all. Then, however busy, Lawrence Fly will be very happy lambasting anybody who tries it."

Omar Adds

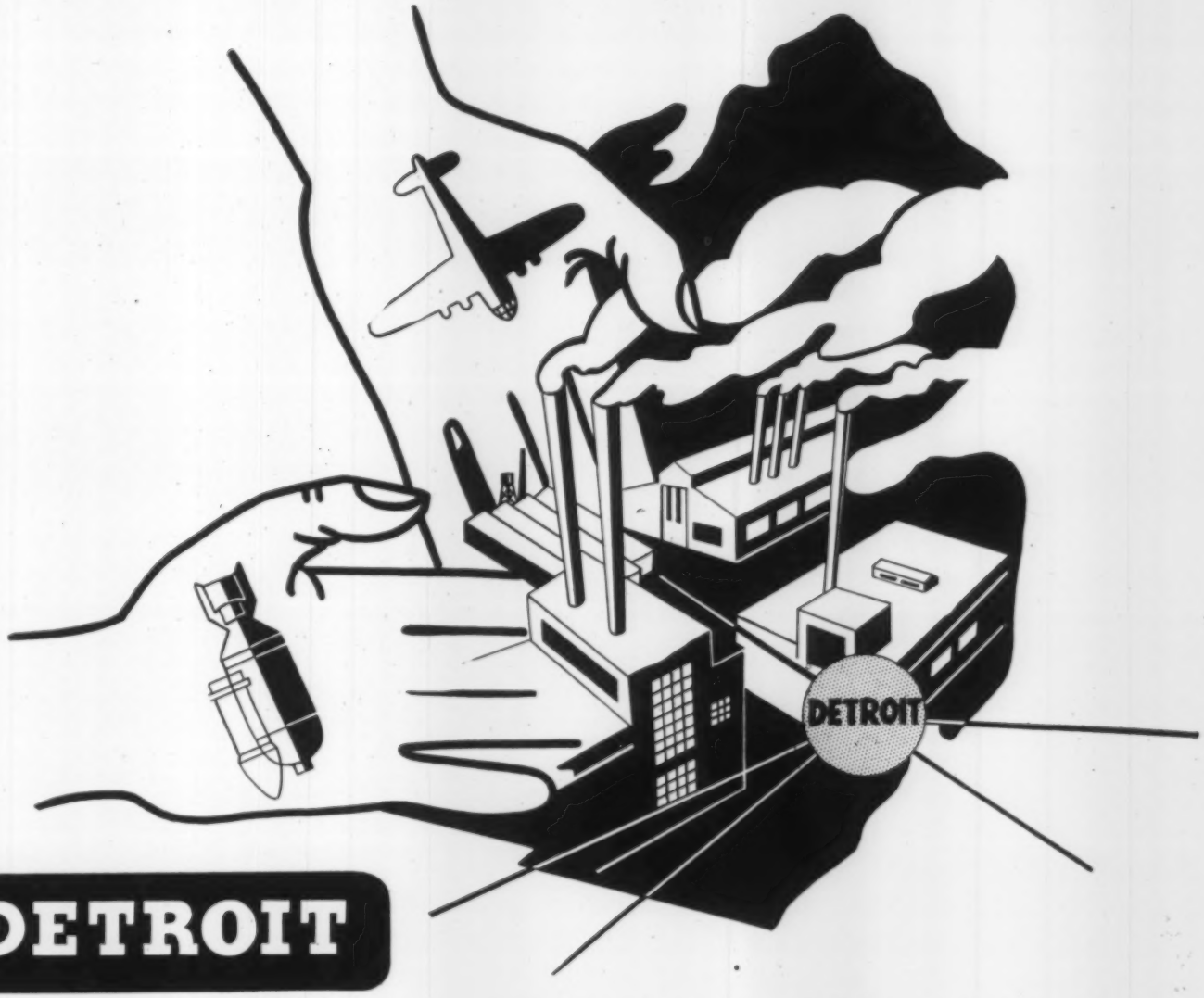
OMAR Inc., Omaha (flour, cereal), has added four new stations—WMMN KLRA KODY KLCN—to the original schedule of its half-hour children's program, *Adventures of Omar*, Saturdays, making a total of 18 stations, beginning Sept. 16. Contract is for 39 weeks, placed by MacFarland, Aveyard & Co., Chicago.

MBS Adds Three

KBIZ Ottumwa, Ia., on July 1 became a Mutual affiliate. The outlet operates with 250 w on 1240 kc. Another new MBS affiliate is KPAB Laredo, Tex., which operates with 250 w on 1490 kc. Station joined Mutual effective July 16. WTAL Tallahassee, Fla., joined MBS July 19. The station operates with 250 w on 1340 kc.

MICHIGAN

the Nation's Wartime Leader



DETROIT

Center of Michigan's War Industries

In war production, from December 31, 1939 to December 31, 1943, Michigan advanced from FIFTH place to FIRST, displacing New York, Pennsylvania, Illinois and Ohio in that order.

In 1942, manufacturers in Michigan received 12.9% of all contracts awarded in the country. That figure increased to 13.1% in 1943, and during the first quarter of 1944, jumped to 22.8%.

The dollar value of Michigan's war supply contracts received up to April 1, 1944, was nearly 19 BILLION DOLLARS. Approximately two-thirds of the contracts were concentrated in the Detroit industrial area.

Because of this tremendous production for war, and the resulting factory payrolls, Detroit savings deposits are now at an all-time peak .... more than 90% above 1937, the city's best peacetime year. Per person "E" War Bond purchases in Wayne County (which is largely Detroit) are substantially higher than for the key county in any other of the Country's five largest markets.

Advertisers and time buyers will remember that fact when Detroit's war production may have been forgotten. They will want to remember, too, that WWJ is the most listened-to radio station in this great market. Keep your sights trained on Detroit .... and on WWJ.

WWJ

AMERICA'S PIONEER BROADCASTING STATION—FIRST IN DETROIT
Owned and Operated by The Detroit News
950 KILOCYCLES—5000 WATTS
THE GEORGE P. HOLLINGBERY COMPANY, National Representatives
Associate FM Station, WDTM

Need for Postwar Services Surveyed

Frazier Calls for Data on High Frequencies for RTPB

TO ASSIST the Radio Technical Planning Board in making its recommendations for postwar frequency allocations, Howard S. Frazier, NAB Director of Engineering, last week asked licensees of all domestic broadcast stations, including FM and television, to submit information on present and proposed use of supplementary frequencies.

Mr. Frazier, who is also chairman of Panel 4 on Standard Broadcasting of RTPB, wrote broadcasters that requests of various public services and utilities for frequency allocations "will far exceed the spectrum space available for non-government communications". His letter stated:

"Broadcasters are now assigned certain frequencies outside the regular broadcast bands for relay, studio transmitter link, experimental, emergency use, etc. In order to estimate present and future needs for these supplementary frequencies, information is urgently needed". Promising that no disclosure will be made of individual information, Mr. Frazier asked that forms be returned promptly so that overall industry requirements can be tabulated.

WMC RULES EXEMPT FREELANCE ARTISTS

FREELANCE radio artists in New York City, as well as performers in other entertainment fields in that area, are exempted from the provisions of the War Manpower Commission priority referral regulations, requiring men between 18 and 45 to get referrals from the U. S. Employment Service for all changes of employment, under a ruling last week by Stephen S. Sheridan. New York City area director of the WMC.

Effect of the exemption, allowed "in view of the special character of the entertainment industry and the skills and occupations of personnel in that industry," will be to permit the free movement of artists from job to job within that industry. It does not permit free movement into or out of that industry to non-essential work for 18-to-45-year-old-men without USES referrals. In radio, the exemption covers only freelance artists and not staff employes of stations or networks, which are classed as essential industries.

NAB Sees More Tubes

ACTUAL production of radio tubes for civilian use is under way at a sharply increased rate, according to an estimate of Arthur Stringer, NAB director of circulation. Mr. Stringer estimated that at least 100% and possibly 200% more civilian tubes will be delivered in the last half of 1944 than in the first half, with between 35% and 40% of the increased production expected to be shipped in July, August and September.

INSPECTING PROGRESS on the construction of the million dollar shortwave plant being built by NBC at Dixon, Cal., for OWI operations in the Asiatic theatre, officials of the network, OWI Overseas Branch, and Dixon civic leaders visited the site recently. The plant, housing four 50 kw transmitters, is being financed by Defense Plant Corp. and will be operated technically by NBC for OWI. Back row (l to r): Timothy Pfleuger, architect; Angus C. Madden, vice-president, First National Bank, Dixon; Claude Buss, director, OWI Pacific Bureau; John W. Elwood, manager KPO-NBC; H. H. Rohwer, mayor of Dixon; David Morgan, DPC; B. F. Modglin of McDonald & Kahn, contractors; Charles Pease, chief engineer, Pacific Division, OWI Bureau of Communications Facilities. Front row: F. G. Dunniclifee, editor, *Dixon Tribune;* Link Miller, acting chief, Pacific Division, OWI Bureau of Communications Facilities; Kenneth Fry, chief, Operations Bureau, OWI Overseas Branch; Carl G. Dietsch, NBC engineer in charge of construction; George Greaves, chief engineer of the NBC San Francisco outlet.

U. S. SETS VIEWED AS AID TO ENGLAND

AN INDICATION that British military radio requirements have reached the saturation point is revealed in a report received from England by BROADCASTING stating that no further supplies of U. S. sets to Great Britain will be forthcoming. 25,000 of the 30,000 promised Great Britain have now been received there and distributed, though no sets were manufactured in the U. S. for civilians after April, 1942. Distribution of the first 10,000 sets started in April when the sets had been overhauled by British makers and adjusted to their requirements.

Actually, the sets are not likely to solve the shortage in England since in terms of sets per dealer the 25,000 works out at about one and a half sets each. While welcome, the report stated, the sets have certain defects, as they cannot be readily repaired owing to the lack of components suitable, nor will their dealers give the free service which is allowed on most British sets for a given period after installation. What is of great importance to the British listeners is the fact that the government has authorized the release of a portion of the sets to civilians for the first time in the war years. Not since 1940 have any sets been made available to the British public. British sets in the number of 5,500 were given to civilians, the report states, indicating a saturation point in military requirements.

Campbell Expands

CAMPBELL SOUP Co., Camden, New Jersey, has added five stations carrying transcribed 15-second chain break announcements for Campbell Soups in a spot campaign which started June 13, bringing total number of stations to 40, and increasing markets used from 12 to 17. Agency is Foote, Cone & Belding, New York.

WLW Names Robinson To Head Chicago Office

APPOINTMENT of William P. Robinson as manager of the Chicago office of WLW Cincinnati, succeeding George Clark who leaves shortly for military service, was disclosed last week.

Mr. Robinson, a veteran radio executive, was transferred from the Cincinnati sales department, as assistant to Robert E. Dunville, vice-president and general manager when Mr. Dunville was general sales manager, to the Chicago office more than a year ago. He had been with the Crosley stations WLW and WSAI several years.

One of the early-day announcers and musicians of radio, Mr. Robinson is well known in both sales and talent circles. He was on the Crosley staff in the early 30's.

New ASCAP High

ASCAP distribution for the second quarter of 1944 hit an all-time high in the Society's history, with $1,576,000 divided among writer and publisher members for the three-month period.

Sees Postwar Expansion

THE DRAMATIC story of the importance of the electronic tube in turning the tide of war is graphically told in a booklet issued by Amperex Electronic Products, Brooklyn. The folder was prepared by Shappe-Wilkes, advertising agency, New York. The electronic tube is given credit for playing a vital role in beating back the German Luftwaffe from England. Improved designs were manufactured here in "astonishing quantities", the booklet declares, and then rushed "to the fighters in that tight little island overseas". Regarding postwar developments, Amperex sees wider use of tubes in communications, medicine, science, agriculture and industry, including such applications as metal analysis, metal surfacing, wood glueing, induction heating, and motor control.

Video Shows Boost Morale of Wounded

Navy Chaplain Tells TBA That Patients Enjoy Telecasts

TELEVISION programs are "becoming increasingly more popular" with wounded servicemen convalescing at the U. S. naval hospital, St. Albans, L. I., and "contribute much toward the general morale" of the sick and wounded, according to E. B. Harp Jr., Navy chaplain. Television receivers were installed in Army and Navy hospitals early this year.

In a letter addressed to the Television Broadcasters Assn. Inc., Chaplain Harp expressed appreciation of the patients at the Naval Hospital for television programs transmitted daily by three New York stations WNBT WABD WCBW. His letter follows:

A Letter of Praise

I want to take this opportunity to thank the television broadcasters in behalf of our many patients, for the splendid programs which are being received in the various wards of this hospital. These programs are becoming increasingly more popular, and they do contribute much toward the general morale of our sick and wounded

You may be interested in knowing the kind of programs most appealing to the majority of our men. We have found the cartoons, movies and sports events very popular. Talent and variety shows do not stimulate as much interest as other features. This is not a criticism, but rather a general statement of the likes and dislikes of our patient personnel.

However, we want you to know that these services in the field of television are greatly appreciated by both the patients and staff personnel of this hospital.

NBC Course Extended

INITIATED in New York this year for engineers of NBC and the Blue Networks' eastern divisions, the 50-week course in technical television will be extended to central division engineers, starting July 24.

Television Guild

TELEVISION GUILD, organized in 1940, has resumed activities "to advance, promote and foster the study of and appreciation of television as a cultural, educational and entertainment medium," according to Mabel Cobb, one-time writer of the *Lone Ranger* series and a director for J. Walter Thompson Co., who is director of the Guild. Guild headquarters are at 11 W. 45th St., New York.

Mayor's Guests

WORKING radio newsmen were forced to stand in crowded aisles or to mill about in the Chicago Stadium corridors Thursday night because their seats were given to "special guests" of Chicago's Mayor Kelly. Workers wearing badges handed out tickets, saying: "Compliments of Mayor Kelly." Ushers declined to unseat the Mayor's guests, even in the 140-seat section set aside for radio. Broadcasting personnel who had to move in and out of the stadium between events were informed, when they returned to find their seats occupied, that the strangers were guests of Mayor Kelly.

"OUR RELIANCE is in the love of liberty which God has planted in us. Our defense is in the spirit which prized liberty as the heritage of all men, in all lands everywhere. Destroy this spirit and you have planted the seeds of despotism at your own doors."

ABRAHAM LINCOLN

HEAR
"VICTORY F.O.B."
CBS COAST TO COAST
Saturdays 3:00 PM E.W.T.

FREE SPEECH
"MIKE"

RADIO STATIONS

WJR ★ WGAR ★ KMPC

DETROIT CLEVELAND LOS ANGELES

AUGUST 28, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

NOW IN PRODUCTION

The NAB RADIO EXECUTIVES

WAR CONFERENCE ISSUE

AUGUST 28, 1944

WHAT ABOUT POST-WAR RADIO?

Conversion is *in* the air. It will affect what goes *on* the air with great impact as war-time restrictions on construction of FM and television are lifted.

In its August 28th issue, BROADCASTING will run an impressive series of articles by experts designed to answer many of the post-war radio problems. Features on FM and television constructions costs, allocations, production, talent, programming and prospective "circulation" are scheduled. Case-histories of advertiser-agency experiences in using the visual media will be presented in this War Conference issue which will serve as a constant reference on post-war radio for advertising executives everywhere.

Regular Rates Apply
Advertising Deadline Aug. 7th
Wire Reservations Collect

BROADCASTING PUBLICATIONS, INC.
National Press Building
Washington 4, D. C.

XUM

Capital Bureau Proves Successful

West Va. Net Director Tells How Washington News Is Gathered

By HOWARD CHERNOFF *
Managing Director
The West Virginia Network

THE West Virginia Network's Washington Bureau report is the most talked of program on our stations. It brings down wrath upon our heads, but it also has been responsible for many kind words. In any event, the reaction is steady, and there is never a dull moment for a network manager who has a program like this.

Presented on Sunday, 6:15-6:30 p.m., the weekly broadcasts are supplemented by special dispatches to catch flash news breaks. Coverage is under the direction of Ray Henle, chief of the bureau, and Malvina Stephenson, his assistant.

Radio Must Create

Success of our experiment with a Washington News Bureau definitely establishes it as a significant trend in the development of new, independent, radio coverage. Radio stations will just have to realize that they must dig up their own stuff. They must use their own initiative and create, instead of being content to take handouts and rip dispatches from a news machine. We were astounded and ashamed to find how much news of West Virginians in Washington and news in Washington affecting West Virginia that we were missing.

Early response to this new idea particularly gratified our business office. Our Washington Bureau report was sponsored on two of our stations before it hit the air, and on the other two stations the week after the first program. Telephone surveys already indicate a very high percentage of listeners.

Operation of the bureau must be an independent as that of a good newspaper. For example, the Chamber of Commerce directors passed a unanimous resolution condemning the program because of an original story to which the Chamber objected. The sponsor in one town phoned to say we must steer clear of controversial matters in the future. We explained to him that he had merely purchased the right to place his commercial announcement before and after the program, that he did not purchase the right to dictate the content of the program, but he could be released from the contract immediately if he chose. He decided, however, that a program provoking so much comment—good or bad—must be worth keeping. He still sponsors it.

Washington reaction to the bitter gubernatorial primary was reported on one Sunday broadcast. As soon as the announcer signed off, my phone began ringing. When both sides complained, I decided that we were on the right track—that was a good sign we were not playing favorites. This policy obviously brings confidence in the long run and establishes the bureau as a fair and impartial reporter of news.

Imagine a state the size of West Virginia having 25,000 West Virginians in the nation's capital! But we have. The project was first explained to our State Society in Washington and to the Congressional delegation. The West Virginia Service Men's club in Washington offered another news source. Double-backed postcards with questionnaires were mailed to all the members. Naturally, these groups welcomed an outlet for news of their activities. We also asked our listeners to send the names of their friends and relatives working in Washington. The response has been heavy. Every week, we find some interesting new job or some important assignment which is being carried out by a native son. The possibility for local angles in Washington is unlimited.

Formula Devised

A fairly definite formula has been worked out for the weekly programs, but the general outline remains flexible. Several voice of the people programs are being arranged to present West Virginians in Washington to the home folk during the summer months when news may become a little slow. Our weekly programs usually feature one or two principal news items and a general round up of the West Virginia news by Mr. Henle. Miss Stephenson then comes in with personal items or Washington news with a West Virginia angle. Mrs. James V. Forrestal, the wife of the new Secretary of the Navy, and a former West Virginian, was the subject of one personality portrait. In another broadcast Miss Stephenson reported on a Washington conference at the White House at which several West Virginians were present.

Man-of-the-Week

Mr. Henle usually concludes the program with a sketch on a West Virginia man-of-the-week in Washington. This includes a brief biography and a review of the outstanding job or service which is credited to the honored personality. It is planned to present these people with embossed certificates signifying this honor.

Prior to each week's broadcast, we mail a notice to many of the people mentioned during the program and to their friends in West Virginia. This word gets around speedily. If the letters are properly spotted in the various towns the entire listening audience can be multiplied. We follow up with extra copies of the script, directing the particular sections, of course, to those people mentioned.

Our project really is just in the first stages of development, but I think these results demonstrate the possibilities both for this network and others which may follow suit. It is both a challenge and an opportunity for all local stations and regional networks in the field of Washington news coverage. We believe that in the course of several years this type of on-the-spot coverage will be greatly expanded and as well established in Washington as the long-standing newspaper bureaus.

* First transatlantic broadcast from Mr. Chernoff, now in Europe as a war correspondent, was heard at 6:05 p.m. July 16. In addition West Virginia Network is receiving transcribed programs thrice-weekly.

IN APPRECIATION of the KOIN Radio Institute for Teachers, members of the Institute presented C. W. (Chuck) Myers, KOIN president with a painting of the Columbia River and a leather and gold bound volume of 300 letters from teachers attending the meetings. Holding the picture are (l to r): its artist, Bernard Geiser; Mrs. Geiser; Mrs. Myers; Mr. Myers. Presentation was at the KOIN studios, Portland, Oregon.

ELECTRIC UTILITIES PLAN MUSIC SHOW

DROPPING *Report to the Nation* on CBS Wednesday, 10:30-11 p.m. in favor of musical fare, 160 electric light companies, beginning Sept. 20, will sponsor in the same period, a program starring Nelson Eddy, baritone, with male chorus. Plans for the new show were still in the formative stage last week, with title, format, supporting talent, production, script and directing personnel still to be determined.

Harold L. McClinton, vice-president and radio director of N. W. Ayer & Son Inc., New York, agency in charge and Herb Sanford, also of the radio department, will leave New York Aug. 5 for Hollywood, where the show will originate, to set up the broadcast.

Report to the Nation, with its last commercial broadcast July 12, completed a 52-week run on CBS for the electrical companies, which were joined together as cooperative sponsors of the program under the name of Electric Companies Advertising Program last year. List of co-sponsors, comprising local distributors of electricity and illuminating gas, has grown from 121 to 160 during the course of the year, and the station line-up has increased from 59 to 132 CBS stations.

Paid Religious Programs Are Dropped by WMAZ

RELIGIOUS organizations in Macon, Ga. were notified in a letter last week from W. E. Cobb, station manager, that WMAZ will no longer accept commercial religious broadcasts as of Sept. 1, 1944. Station will substitute for local church services the Sunday morning CBS *Church of the Air* and will continue *Wings Over Jordan* and *Salt Lake City Choir*. Daily non-denominational devotional service will be used, replacing period purchased formerly by a local minister

Mr. Cobb's letter stated that in not accepting religious broadcasts, the station stands to lose over $8,000 in annual revenue, as the paid time will be replaced by time from which the station will receive no revenue. It was emphasized in the letter, however, that elimination of religious programs in no way means the station will ignore local churches, but merely that the station can pick its own features which are considered particularly outstanding.

Peery Named

FREDERICK A. PEERY, former member of the faculty of Kansas State College, has joined the staff of WFAA and KGKO Dallas. No stranger to broadcasting, Mr. Peery began work in radio with KSAC Manhattan, Kan. He has worked with Dr. Paul Lazarsfeld of Columbia U. on various broadcasting studies. In his new position at WFAA and KGKO, Mr. Peery will continue a series of studies he began while in Kansas.

JOHN W. VANDERCOOK, NBC commentator recently returned from the Normandy beachhead, has started a Saturday 11:15 p.m. news period in addition to his five-weekly 7:15 p.m. broadcasts for Miles Labs.

Kafka Named WFD Music Group Head; Industry Representatives Are Appointed

IN LINE with an expanded policy relating to closer cooperation between the Treasury Department and radio in the mutual task of keeping down inflation and meeting war costs through sale and promotion of War Bonds, Robert J. Smith, chief of the Treasury's War Finance Division radio section, last week announced appointment of Maurice H. Kafka, with the Treasury for the past three War Loans, as head of the new WFD music promotion unit, and a group of industry representatives composing a Music Advisory Committee and a Victory Song Committee, to work with the unit. [BROADCASTING, July 17].

Active in the amusement and entertainment field since 1927, and former music supervisor for NBC and Blue Networks and Loew's Inc. in Washington, Mr. Kafka will be assisted in the selection and consideraton of music material for the Treasury by the Music Advisory Committee. Once a decision is reached, the Victory Song Committee will undertake promotion, "plugging" and exploitation of the material through the necessary channels.

Committees Named

Oscar Hammerstein II, chairman of the Music War Board, which also will assist the new unit, has been named chairman of the Music Advisory Committee, to represent writers and composers. Representing publishing interests are Jack Robbins, chairman of the board, Robbins, Feist & Miller Pub. Co., and Herman Starr, vice-president of Warner Bros. in charge of music, who represents Harms, Remick & Witmark. Dave Capp, recording director for Decca Records Inc., has been appointed to represent the recording field. Guy Lombardo and David Broekman have been named to represent orchestras, while Barry Wood, NBC *Palmolive Party* and "Treasury Troubador" star will represent talent.

The Victory Song Committee is composed of Bill Gittinger, vice-president in charge of sales for CBS; Ed Wood, general sales manager of Mutual; Duncan Buckham, Blue eastern sales manager; and I. E. Showerman, NBC eastern sales manager. The respective sales staffs of these appointees will also cooperate with the unit.

WFD also announced last week that Bing Crosby is scheduled to sing a commercial version of the first song released by the new music promotion unit, "Dear Friend," written by Richard Rodgers and Oscar Hammerstein II. The recording will be made by Decca. The Treasury disc of that number which was arranged especially for Bond promotion and is available to stations for use on their regular programs, features vocals by Barry Wood on one side and Vivian Della Chiesa on the other. Commercial version is for popular sale. Song is being published in sheet form by Williamson Music Co. All royalties, as well as publication and recording profits, are slated for the National War Fund.

Tennis Team

ELLSWORTH VINES, former world tennis champ, both amateur and professional, has been added to the sales and sports staff of KMYR Denver. Mr. Vines, though famous for his tennis, is currently the golf professional at the Denver Country Club, is handling a number of local accounts and is working with Mark Schreiber, KMYR sports director. With Mr. Schreiber himself one of Colorado's top amateurs, KMYR feels it has the best tennis team in radio.

Reports Continue

KLX Oakland, Cal. reports that it carried exclusively the Bond drive sponsored by the Beverage Association of Alameda and Contra Costa Counties and held July 10 featuring wrestling, boxing, music and vaudeville. More than $3,000,000 in Bonds were sold. KLX also carried the drive sponsored July 17 by the Albany Lions Club which sold approximately $2,000,000 in Bonds. Both events had KLX personnel as m.c.

While enroute from New York to Norfolk, Va. the WJZ New York "Victory Troop" stopped in Washington, D. C. to receive congratulations of Army, Navy and Treasury officials for their performances at military camps and war plants and Bond sales totaling $100,000,000. The Norfolk trip constituted the 295th appearance for the group which features prominent names of radio and stage. Greetings were extended by John Reilly, chairman of the District War Finance Committee; Major Lee Lindow, of Army public relations, now on leave as manager of WFBM Indianapolis; and Lt. Comdr. Jack C. Curtice, of Navy public relations.

Fourteen days of support and promotion by WCOL Columbus, O. to local Bond campaigns—a "Jeep Bond Brigade", the "The Eagles Nest" and "The Honor Board Assemblies", accounted for total sales of $2,716,255. Featured were remote pickups from Jeep Bond units in addition to other special programs and announcements. All eight stations of Utah joined in for the third time during the Fifth Loan to present a series of Bond promotion half-hour programs. Originating at KDYL and KSL Salt Lake City, shows also were aired by KUTA Salt Lake City, KLO Og-

In Buffalo.....
WEBR will do the job

HERE ARE THE FACTS: 65% of the population and 70% of the total Retail Sales of the Eight County area in Western New York are concentrated in Metropolitan Buffalo

For Concentrated LOW COST Coverage in the BUFFALO Market ....it's

Nationally Represented by WEED & COMPANY

WEBR
MUTUAL NETWORK

THE ONLY SINGLE MEDIUM *Completely*

COVERING THE INLAND EMPIRE

KHQ

5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.

Red ration points "on the hoof" at one of Spokane's three large Packing Houses. Livestock, one of the important industries, annually brings millions of dollars into the Inland Empire, contributing to the total volume of business transacted by Spokane firms conservatively estimated at $1,927,137,201. At *one-medium* cost, your message *completely* covers this rich area over the "Nation's No. 1 Network" station —KHQ.

The most sought after treasure in broadcasting is—

RADIO HOMES

WWVA Primary Area Radio Homes number 1,747,955 which are located in the Steel and Coal Belt of the Nation —that's western Pennsylvania, Eastern Ohio and West Virginia. There are 1,381,977 more in an attractive secondary area. 757,885 pieces of mail within 12 months prove WWVA's popularity among those radio homes.

— ASK A JOHN BLAIR MAN —

Basic Blue Network

WWVA
50,000 WATTS
WHEELING, W.VA.
IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT
A FORT INDUSTRY STATION

den, KVNU Logan, KSUB Cedar City, KOVO Provo and KEUB Price.

WCBI Columbus, Miss. sold to 24 local sponsors a special series of Bond programs, spots and special events in addition to carrying extra activities such as local Bond auctions and addresses by local and state civic leaders, including Gov. Thomas L. Bailey. A series of four succesive Friday evening War Bond quizzes were presented by WGY Schenectady, N. Y., as a Fifth Loan feature. Representatives from six local towns participated each week and were selected by the local Chamber of Commerce. Winner was awarded a Bond and his home town was presented a Bond as an award to a local hero or war worker.

WTAG Worcester report of Fifth Loan activities shows air time devoted to Bond promotion amounted to $6,046.07, with more than 40% of this total carried sustaining. Sustaining time constituted more than 100 announcements, 3 half-hour shows, 5 quarter-hour programs and numerous 5 minute programs. Station also sponsored locally the all service revue "Direct Hit," which resulted in Bond sales of $2,156,000.

WOR Active

WOR New York may be responsible for the sale of a total of $50,000,000 in War Bonds by the end of this month, according to the War Finance Committee for New York. By the middle of the month the station had raised some $30,000,000 through special programs such as Dave Elman's *Victory Auction*, broadcast on Mutual and through war bond rallies staged in nearby communities. To help communities in Connecticut, New Jersey and Long Island, raise their quotas, WOR has supplied talent and production for 14 separate War Band performances, several of them regular WOR-Mutual programs broadcast from the towns. Bonds totalling $18,366,000 were raised at these rallies. Originally scheduled to end July 8, *Victory Auction*, offering valuable and novel items in return for War Bond purchase, has been extended through July 29.

WCHS Charleston, W. Va. during the last week of the Fifth Loan presented a special Bond broadcast from a Navy LCT. Station also cooperated with local newspapers in Bond sales and promotion at the Charleston Press Club "Victory Hut." Local talent participated and sales totals were given throughout the day. WCHS aired a special show for the event.

Maine Spud Spots

MAINE DEVELOPMENT Commission, in promoting Maine potatoes in the fall, will use one-minute live spot announcements on some 50 stations in the middle west, south, east and northeast. Brooke, Smith, French & Dorrance, Inc., New York, is the agency handling promotion of Maine agricultural and sea food products.

CAKE-CUTTING CEREMONIES are performed by H. L. (Pete) Cavanaugh, NBC central division engineer, and Peggy Leitch Cavanaugh, of Forest Park, Ill., after their wedding a short time ago.

P&G LAUDS RADIO

Soap Concern's History Tells Of Use of Radio Time

RADIO advertising as well as other media have helped Proctor & Gamble Co., one of America's leading soap manufacturers, to grow from a small, $7,000 concern in 1837 to a business in excess of $300,000,000 yearly, according to a history of the company issued last week.

One of the largest sponsors in the country, Proctor & Gamble believes that radio programs have added much to the good will housewives throughout the nation bear toward the company through the persuasive power of the human voice. Throughout its history the company has been continually senstive to the public's changing desires and needs, continually informing the public of the actions of the company, its policies and its products.

Yale at WRGB

EDWARD C. COLE, assistant professor of Yale's drama department, is spending the summer at WRGB Schenectady, GE video station, working with the program staff and investigating the relationship between stage and television production. Mr. Cole teaches a course in television production which was introduced at Yale last year. He has five years summer theatre experience with the Hampton Players on Long Island as actor and technical director.

Blue N. Y. Theatre

BLUE Network has leased for two years the Vanderbilt Theatre, New York, with a seating capacity of 700 to accommodate increasingly large studio audiences. Programs will originate from the new studios shortly after Labor Day, when alterations will be completed. Network also leases the Ritz Theatre, with a seating capacity of 900, in addition to leasing 40% of the studio space in the RCA Bldg. from NBC. NBC studios are rented to the Blue for the duration and as long after the war as necessary.

FRED ALLEN and wife, Portland Hoffa, are in Hollywood to prepare for his role in the film "Fickle Fortune" to be produced by Jack H. Skirball for United Artists.

TELEVISION *and* NBC

Of all the post-war developments promised by progress in the art and science of radio, TELEVISION presents the greatest challenge and the greatest opportunity.

It is a challenge which can be met only by the co-operation of Government, broadcasters, and the radio manufacturing industry.

War interrupted development of television as a commercial service. Of necessity, men and materials were diverted to the war effort and must continue to be so diverted until victory has been achieved.

Better Service to Public

The policy of the National Broadcasting Company always has been, and will continue to be, to foster and encourage any developments in the broadcasting field which promise *better service to the public.*

In respect to television, it is the policy of NBC to contribute to the utmost towards the *earliest possible development* of television as a national service and industry.

A deep and firm foundation for the ultimate television achievement already has been laid. For the past 15 years the National Broadcasting Company has actively pioneered in the development of television service.

Television Since 1931

NBC was granted the first commercial television license issued by the FCC, and began commercial operations on the day the license was granted, using the New York Empire State Building transmitter which NBC had been operating experimentally since 1931.

Currently we are maintaining a limited schedule of weekly television broadcasting, including films, outside pick-ups of sports events, and telecasts from our recently reconditioned live talent television studio in Radio City, New York. Our program schedule will be expanded as rapidly as war conditions permit.

NBC Sound Broadcasting to be Continued

Because of its extensive coverage and accepted type of highly developed program service there is no foreseeable period when sound broadcasting will become unnecessary. Therefore, NBC will continue to maintain its sound broadcasting services at the highest peak of technical entertainment and educational excellence.

Radio now is virtually an around-the-clock service. Even when television becomes universally available, there will be times when the radio audience will be predominantly *listeners* rather than viewers.

New Dimension for Radio

Television is the capstone of the radio structure. It adds a new dimension to radio. So you can logically expect NBC, as America's Number One Network, to bring you the finest television programs just as you look to NBC today for the finest in sound radio.

NBC is committed to a policy of close co-operation with the Government and other members of the industry in the efforts to secure the best practical standards of operation for a commercial television broadcasting system.

In developing a basis for an eventual television network, the National Broadcasting Company will co-operate in every way with the owners and operators of the stations affiliated with NBC.

NBC Prepares for Expansion

In preparation for the expected expansion of television services in the post-war period, NBC will continue to tap new sources of program material and talent, develop new program techniques, transmit outside pick-ups of sports and other spot news events, telecast more live talent programs and continue research and development in all phases of television.

When materials become available, NBC will construct a television station in Washington, D.C. To establish the anchor points of a television system, NBC has also filed application with the FCC for construction permits for television stations in Chicago, Cleveland and Los Angeles, where NBC already maintains a programming organization and studio facilities.

A nationwide network will not spring up overnight, but must proceed as an orderly, logical development. Such a development, as we see it, will develop first by the establishment of regional networks which will gradually stretch out over wider areas, and finally become linked together.

Moderate-priced Television Sets

Despite the problems and risks which confront the radio industry, NBC believes that television service should be brought *as soon as possible* into every home, and that this is and should remain the task of private enterprise.

While NBC is leading the way in development of network television, the radio manufacturing industry will be busy building the finest television broadcast equipment and television receivers at moderate prices.

Through this unity of effort, you can count on NBC to meet the challenge and opportunity television presents.

National Broadcasting Company

America's No. 1 Network

A Service of Radio Corporation of America

FORGETTING FIGURES...

for the moment

Statistics, we think, are nice, and serve a very useful purpose. And the decimal, we believe, has definitely come to stay. But let's put the sliderule gently aside for the moment and measure something which mathematics cannot.

In our stuffier moments, we here at WOR call this something "A Credo." (Pompous term! It's not one-half so hidebound as it sounds) Actually, it's a sort of articulated rule-of-thumb; a constant, intimate awareness of WOR listeners' likes and dislikes that has made — is still making — WOR's programs welcome visitors in hundreds of thousands of homes.

In plain words, it goes something like this:

It's our aim to be —

ALERT: WE DEEM IT OUR BUSINESS TO SENSE WHAT IS OF IMPORTANCE AND INTEREST TO OUR LISTENERS AND TO PRESENT IT PROMPTLY.

FRIENDLY: WE THINK OF MILLIONS, BUT WE SPEAK TO THE INDIVIDUAL OR SMALL GROUPS OF INDIVIDUALS. INFORMALITY IS THE KEYNOTE.

INTELLIGENT: WE EXPRESS OUR OWN INTELLIGENCE BY RESPECTING THAT OF OUR LISTENER. WHAT WE SAY MUST BE ACCURATE, AUTHORITATIVE.

IMAGINATIVE: WE STRIVE TO LEND THE DISTINCTION OF ARTISTIC REFINEMENT AND CREATIVE DIRECTION TO EVERY PROGRAM.

MORAL If we were an advertiser or an agent looking for a show to sell a product, or create a certain state of mind, we'd give more than casual consideration to these qualities which have made WOR so outstandingly successful in doing both.

WOR thinks not only of the size and cost of an audience, but knows — based on more than two decades of experience — what simple but sometimes peculiar ingredients WOR shows must contain to become irresistible and highly welcome visitors in a majority of the 4,683,590 homes with radios into which they are invited every moment of every day.

WOR now has available a wide selection of dramatic, personality, variety, comedy, news and participating programs which are skillfully tailored to entertain, inform and sell hundreds of thousands of people in the most densely-populated territory on the Eastern Seaboard.

Our address is— **WOR**

—that power-full station, at 1440 Broadway, in New York

Interim Probe Report Held Unlikely

House Group Might End Inquiry Should Fly Quit the FCC

POSSIBILITY that the House Select Committee to Investigate the FCC might see fit to conclude its inquiry should Commission Chairman James Lawrence Fly resign, as speculated upon in Washington [BROADCASTING, July 17], appeared likely last week when it was learned that the Committee does not plan to file an interim report.

When the Commission completed its rebuttal to charges made before the Committee last month [BROADCASTING, June 26], members said an interim report would be filed and then the investigation would be directed into station transfers and sales when hearings are resumed in the fall. Meanwhile the Committee was given executive authority to inspect income tax returns for 1932-44 [BROADCASTING, July 17].

Chairman Clarence F. Lea (D-Cal.), said last week, however, that no interim report would be filed. He added that the Committee staff, headed by John J. Sirica, general counsel, is compiling the record for final printing, with a quick index, in addition to preparing a digest of the testimony.

Digest of Testimony

"We would rather devote the time to compiling a digest of the testimony and to indexing the record by subjects than to work on a report at this time," said Rep. Lea. He reiterated that plans are to resume public hearings in early September. To that end Mr. Sirica's staff already is looking into a number of station transfers and FCC grants.

Chairman Lea declined to comment on Capitol Hill reports that the Committee may consider its work done should Mr. Fly resign. Reports have been current that the FCC Chairman will leave possibly by mid-August, to enter private law practice in Washington. Previously, reports were that he would be given another Government post.

It was speculated, however, in view of the fact that the Committee ends with the present Congress and since there has been an economy move on the part of the probers to hold expenses down, that the inquiry is about over. It was further reported that since the investigation which began in early 1943 was revised as a "personal feud" between the former chairman, Rep. E. E. Cox (D-Ga.), and Chairman Fly, there would be no further need for the probe should Mr. Fly resign.

Some quarters observed that the investigation already has more than served its purpose in saving the taxpayers more than $2,000,000. Because letters of the Joint Chiefs of Staff introduced in the hearings and of evidence placed before the Select Committee, appropriations committees of both houses slashed $2,159,357 from the 1945 fiscal year budget request of the FCC, thereby forcing restrictions in certain wartime functions of the Radio Intelligence Division and Foreign Broadcast Intelligence Service [BROADCASTING, June 19].

Also there were reports from usually reliable sources that the Committee on Accounts, headed by Rep. Cochran (D-Mo.), was not inclined to grant additional funds. The Committee already has been allotted $110,000, of which $60,000 was voted at the outset and an additional $50,000 after Rep. Lea became chairman. Mr. Sirica's staff has been reduced to Harry S. Barger, chief investigator; Robert Barker, investigator, and two stenographer-clerks, whereas his predecessor, Eugene L. Garey, at one time had a staff of several legal assistants, four investigators and four secretary-clerks.

GOP Action Seen

It is known, too, that Chairman Lea, who also heads the House Interstate & Foreign Commerce Committee, feels the need of new radio legislation. When he accepted the appointment to head the Select Committee he commented that he hoped the investigation would provide sufficient information to help guide Congress in writing new legislation.

Following Mr. Garey's resignation last February, when the three majority members voted to suspend hearings into the 1941 sale of WMCA New York by Donald Flamm to Edward J. Noble, now Blue Network board chairman, the two minority members issued a public statement, charging the Democrats with "political whitewash". In statements on the floor, Chairman Lea again declared himself in favor of radio legislation.

In view of the "free radio" plank in the Republican platform [BROADCASTING, July 3], coupled with predictions of a Republican House next session, it was generally agreed on Capitol Hill that radio legislation would be one of the first orders of business when the 79th Congress convenes, should the Republicans gain control of the House.

Republican leaders and anti-New Deal Democrats have consistently declared that should the present Congress fail to conclude the FCC inquiry, or should it be "whitewashed", the new Congress will tackle the probe with a vengeance. To all charges of "whitewash" Chairman Lea has pointed to his record of 28 years in Congress and to the fact that in 12 of 13 primaries he has been the choice of

(Continued on page 32)

IT TAKES KNOW-HOW AND PRESTIGE

TO SELL even in this market—WBIG centers the richest and most populous area in all the southeast.

5000 W. **WBIG** CBS

GREENSBORO, N. C.

Represented by Hollingberry

WHY PORTLAND, OREGON PEOPLE *PREFER* KGW

KENNETH G. MARTIN

KENNETH G. MARTIN ... EXECUTIVE MANAGER, OREGON WAR FINANCE COMMITTEE

SAYS... "As I have observed it, KGW puts plenty of entertainment in the station's public service programs. This involves extra effort, but it pays off in extra audience. For instance, when Lana Turner appeared here on a War Bond selling tour, she was featured in a dramatic sequence, written by a member of the KGW staff. The station does a consistently, fine job along these lines, in my opinion."

Wherever she goes, Lana Turner is surrounded by a group of male admirers. Lana did a swell job of selling War Bonds over KGW when she appeared in a tense, dramatic playlet authored by a KGW writer.

That gorgeous hunk of man, Victor Mature, who appeared before the KGW microphones recently to boost the sale of United States War Bonds.

THE STATION WITH EAR APPEAL
KGW
PORTLAND OREGON

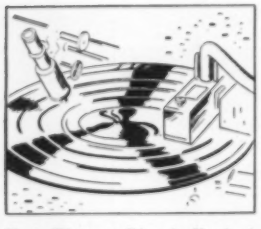
Affiliated with the National Broadcasting Co.
Represented nationally by Edward Petry & Co., Inc.

What holds them?

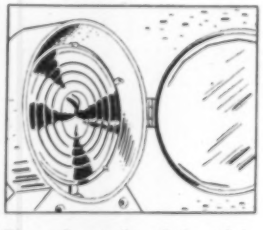
Radio audiences are exacting critics. They know and want the best entertainment in the world . . . a demand which places a heavy strain on the resources of the individual broadcasting company.

To solve this problem, many stations have turned to World Broadcasting System. Pioneer in electrical transcription, World now serves over two hundred and fifty leading stations. The World Library gives them access to more than four thousand different selections, covering every program requirement. This great repertory is constantly being brought up-to-the-minute by the addition of some fifty or more new selections each month.

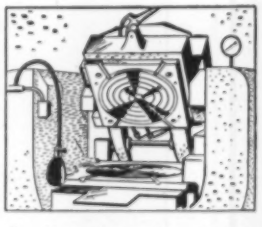
Among the three hundred artists and orchestras in the World Library are many of the world's brightest stars. These top-flight entertainers are directed by master showmen in World's own studios, designed for acoustical perfection.



First, Western Electric Vertical Recording System — the most advanced equipment and recording technique — is used to produce the World wax master.



Then, the quality of the original recording is captured in metal by "sputtering" a gold surface only 2 one-millionths of an inch thick on the wax master.



Finally, each disc is molded in fine grained, flexible, moisture proof Vinylite, resulting in high fidelity, elimination of background noise, and long wear.

An important aid to program managers is the World Continuity Service. It gives them seventy-eight carefully written shows every week, in quarter- and half-hour periods. These continuities, suitable for sustaining or sponsor use, are complete, ready to go on the air.

The quality of the talent assembled by World deserves the finest reproduction—and World gives it to them. Its famous Vertical-Cut Wide-Range Transcription, developed by Bell Laboratories and Western Electric engineers and pioneered in radio by World, preserves original sound-values with remarkable fidelity. The flexible Vinylite used for World discs holds the delicate impressions after repeated playings. The name "World" on a transcription has become a hallmark of quality among radio engineers and radiomen everywhere.

★ ★ ★

Broadcasting stations are invited to write for full information on the help that World's comprehensive service can give them. Address World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.

Transcription Headquarters

WORLD BROADCASTING
SYSTEM, INC.
A SUBSIDIARY OF DECCA RECORDS, INC.

NEW YORK • CHICAGO • HOLLYWOOD • SAN FRANCISCO • WASHINGTON

WSIX LEADS

In Nashville

All Day - 8 A.M. to 6 P.M.

The EIGHTH CONSECUTIVE Monthly

GAIN GIVES WSIX

This Share of the

NASHVILLE RADIO AUDIENCE

HOOPER INDEX, APRIL-MAY, 1944

Total Coincidental Calls This Period—12,735

Station	WSIX	B	C	Others
MORNING INDEX Mon. Thru Fri. 8:00—12:00 A.M.	46.0	21.8	32.2	00
AFTERNOON INDEX Mon. Thru Fri. 12:00—6:00 P.M.	36.4	33.7	29.9	00

For an Increasing Share of the Nashville Audience at Most Reasonable Rates

BUY WSIX

The Katz Agency, Inc., National Representatives
Member Station, The Blue Network and
Mutual Broadcasting System

5,000 WATTS **980 KC**

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

(Continued from page 28)

both Republicans and Democrats of his district.

Despite the speculation on Capitol Hill, Mr. Sirica is going ahead with investigations of several station transfers and certain FCC grants. Already he has been called upon to look into pending actions before the Commission as well as charges involving alleged collusion between the FCC and certain broadcasters.

Sirica Goes Ahead

"I have not been instructed to let down", he asserted. "In fact we are going ahead on the premise that hearings will start again in September. When the Committee is ready to meet, we'll be ready with some facts."

Mr. Sirica said he personally had no stations or individuals definitely in mind, in connection with the Presidential orders opening income tax returns to the Committee. He said the request to inspect returns, filed a few weeks ago by Chairman Lea, was based on an original request made by Rep. Cox but which failed to get the necessary White House Executive order under the law.

Should the investigation not be concluded by Dec. 31, when the 78th Congress ends, and in event the Republicans get control of the House, an entire new committee probably would be named by the new Speaker of the 79th Congress. Rep. Magnuson (D-Wash.), present Committee member, is the Democratic nominee for the Senatorial seat of Homer T. Bone, who retires with this Congress to accept a Federal judgeship.

Rep. Wigglesworth (R-Mass.) and Rep. Miller (R-Mo.), minority members, were mentioned as likely prospects to be chairman, while in some quarters Rep. Wolverton, (R-N. J.), ranking minority member of the Interstate & Foreign Commerce Committee; Rep. Brown (R-Ohio) and Rep. O'Hara (R-Minn.) were considered good timber to head the FCC probe.

Rep. Hart (D-N. J.) for some months after the appointment of Chairman Lea, went along with the two minority members in refusing to accept Mr. Garey's resignation. After two days of hearings in the WMCA sale, however, Rep. Hart moved that the hearings be postponed pending litigation in New York courts. It was his motion and subsequent vote by the majority members that led to the charges of "political whitewash" and Mr. Garey's resignation. Neither of the minority members participated in the meeting when the WMCA vote was taken.

Dixon Places

JOSEPH DIXON CRUCIBLE Co., Jersey City, is using one-minute transcribed historical spot announcements for pencils on WOR New York, WLW Cincinnati, KHJ Hollywood, and WGN Chicago. Agency is Federal Adv., N. Y.

FIRST RECORDINGS of the Saipan invasion were made on the portable wire recorder demonstrated to Don Pryor, WTOP Washington and CBS reporter, by the Marine team who made them, Lt. Larry Hayes (left) and T/Sgt. Keene Hepburn. The recordings, among the finest, most comprehensive ever made in actual combat [BROADCASTING, July 10], have been played on Columbia in a special program, on *We, the People*, and are scheduled for other network programs in the future, as a number have not yet been released by the Marine Corps for broadcast.

Radio GIs in Pacific

SGT. Marvin S. Corwin, former radio director of Grey Adv. agency, New York, has been placed on duty as program director of the Army Expeditionary Radio Station at Bougainville, part of the South Pacific's famed "Mosquito Network". Another ex-radio man who is remote control engineer of the Bougainville station is Pfc. Paul V. Johnson, former technician at WIBC Indianapolis. New transmitter engineer of the network's Bougainville outlet is Pfc. Duane B. Allison of Polk, Neb. Pvt. Allison was in civilian life an engineer at KHAS Hastings, Neb. Pfc. George H. Hayward, former radio technician in the control room of WABC, CBS New York key, is on duty at the Bougainville station.

Savarin Spots

S. A. SCHONBRUNN Co., New York, increasing somewhat its spot schedule for Savarin Coffee, has contracted for a total of 624 live spot announcements on WOV New York, and participations on Mary Margaret McBride's program on WABC New York. Savarin's transcribed 30-and-60 second jingles are now heard on an average of 70 times weekly in the New York area, the balance of the schedule including WEAF WOR WNEW WJZ. WFPG Atlantic City was added last month. Savarin agency is Roy S. Durstine Inc., New York. To promote Medaglio D'Oro coffee handled by Pettinella Adv. Co., New York, in the foreign language market, Schonbrunn uses additional spots on WOV WHOM (Jersey City) WBNX.

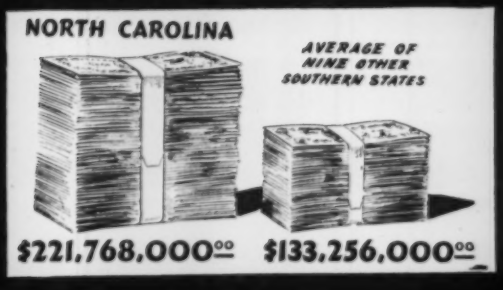
TIPS for radio talks are given in *Effective Radio Speaking*, by William G. Hoffman, professor of English and Public Speaking, and Ralph L. Rogers, radio writer-producer and director of radio courses, both of Boston U. [McGraw-Hill Book Co., New York, $2.75].

NORTH CAROLINA

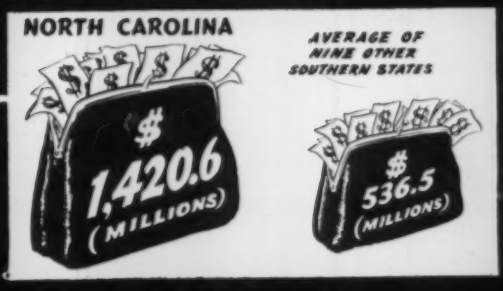
IS THE SOUTH'S

No. 1 STATE . . .

IN AGRICULTURE



IN INDUSTRY



WPTF

IS NORTH CAROLINA'S

No. 1 SALESMAN

50,000 WATTS !
AT 680 KC !
N. B. C. !

WPTF • RALEIGH

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Studio Notes

WPTF Raleigh, N. C. has received a certificate of appreciation from the North Carolina League for Crippled Children in acknowledgment of promotion given that organization. In cooperation with the local Dept. of Parks and Recreation, WPTF is broadcasting daily announcements of attractions offered at various civic centers, following each with a 20 second "City Almanac" of historical data.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., has purchased physical properties of the plants it has occupied during the past 12 years, according to announcement by James L. Fouch and Cecil L. Sly, president and vice-president, respectively.

BROADCASTERS met with representatives of educational institutions and civic organizations in New York July 13 to discuss plans for the formation of a New York Radio Council. A further meeting is planned for September.

A WAR CONFERENCE of Mississippi Broadcasters held recently in Natchez, Miss., elected new officers and directors and selected Laurel for the next meeting place. Here are (l to r), O. W. Jones, WQBC Vicksburg; F. C. Ewing, WGRM Greenwood; Gene Tibbett, WELO Tupelo; Emmet McMurray, WJPR Greenville; P. K. Ewing Jr., WMIS Natchez; Hugh Jones, WGCM Gulfport; Bob McRaney, WCBI Columbus; Hugh Smith, WAML Laurel; Wiley Harris, WJDX Jackson; C. J. Wright, WFOR Hattiesburg; C. A. Lacy, WJDX Jackson. Attending but not shown were L. M. Sepaugh, WSLI Jackson, and P. K. Ewing, Sr., WMIS-WGRM. Current operating problems were discussed.

EVOLVING the history of the AFL movement, WCFL Chicago will begin a series of programs Sept. 4.

ABRAHAM LINCOLN School, Chicago, has adopted a six-week course in radio writing.

Ice Mint Resumes

UNITED SALES & MFG. Co., Buffalo, a division of Foster-Milburn Co., which last August started a spot campaign for Ice Mint, a foot salve, on 10 stations in Ohio and Pennsylvania, last month started a series of twice-weekly live spot announcements on WJZ New York for 13 weeks. Current radio advertising schedule has not been revealed. Spot business is placed through Spot Broadcasting, New York. Agency is Street & Finney, New York.

WLOK Lima and WFIN Findlay, Ohio, were represented recently at the Lima, O. tank depot by Ralph Elvin, and Fred Hover, managers respectively of the two stations, when the entire day was given over to inspecting the tank depot for the first time since Pearl Harbor. A complete inspection by radio and newspaper representatives was made.

HU CHAIN, who resigned as head of radio productions for William H. Weintraub & Co., New York, to open a production agency under his own name, has established offices at 30 Rockefeller Plaza, New York. Phone is Columbus 5-5288. Mr. Chain has just completed a series of 13 quarter-hour transcribed dramatic programs dealing with health education for the Tuberculosis Assn. Inc., New York.

WDRC Hartford, Conn., has contracted for the AP radio wire.

WBBM Chicago has redecorated its news booth fronting the Wrigley Bldg., Chicago, employing full-color reproductions of service campaign bars. Inside the booth, serviced by a constant attendant who removes latest releases from the teletype machine pasting them on the plate glass windows for passers-by to read, the back wall is adorned with an invasion map and a blowup of the invasion area.

KMBC Kansas City feature, *The Classic Hour*, has been aired weekly on that station for the past 18 years by Mrs. Aubrey Waller Cook, who presented for her 862d broadcast the same program format first given in 1926 including her original announcer, Arthur B. Church, now president of the station's licensee corporation.

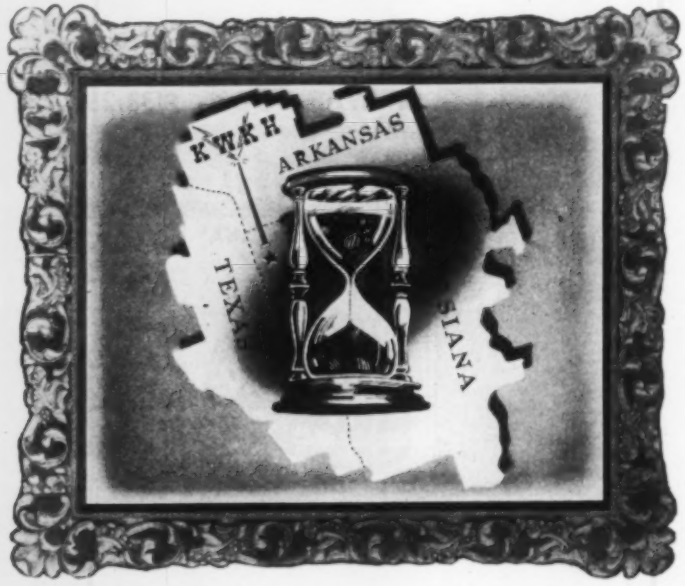
Summer Listening Drop Shown in Hooper List

C. E. HOOPER in the July 15 evening network Hooper ratings reports an average evening program rating of 5.6, down 1.2 from last report, and down 1.1 from a year ago. Average sets-in-use of 19.2, is own 2.8 from the last report and down 1.5 from a year ago. Average available audience is 70.2, down 3.4 from last report, and down 3.1 from a year ago.

Walter Winchell leads the list of "first fifteen", with *Radio Theatre* taking second place and *Mr. District Attorney* third. These are followed by *Take It or Leave It, Bing Crosby, The Aldrich Family, Screen Guild Players, Your Hit Parade*, Phil Harris (1st half-hour), *Album of Familiar Music*, Gracie Fields, Edward Everett Horton, *Mr. & Mrs. North*, Phil Harris (2nd half-hour, includes computed measurement for Eastern area portion of this network Hooper rating), and *Jimmy Fidler*.

GE Renews Breaks

GENERAL ELECTRIC Co., New York, on Aug. 14 will renew a series of five live station breaks weekly on some 20 stations for the GE Lamp division. Contracts are for 52 weeks. Agency is BBDO New York.



PORTRAIT OF AN

Enduring MARKET

• The industrial and business activity of the postwar world of tomorrow may well be built around our natural resources and basic raw materials. East Texas, South Arkansas and North Louisiana produces one-fifth of the nation's oil and holds the second largest known supply of natural gas. Also rich in other resources and industrial advantages such as minerals, timber and a mild climate this region is destined to be an enduring market for years to come. We invite your investigation of KWKH-land. Let us show you the advantages of concentrating your sales efforts in this area to sell now and build sales for the future.

KWKH

50,000 WATTS

A Shreveport Times Station CBS Represented by the Branham Co.

THE SELLING POWER IN THE BUYING MARKET

WGN

brings—

Ida Bailey Allen

to Chicago

Ida Bailey Allen's World Homemakers program makes its debut in Chicago on July 24, 1944 over WGN from 2:30 to 3:00 P.M.

Ida Bailey Allen is America's leading authority on homemaking and is the author of 39 books on this subject which have had a combined sale of over 14,000,000 copies. She has been the home economics editor of leading women's magazines and daily newspapers. Formerly Ida Bailey Allen conducted one of the outstanding network women's programs and was five times voted the premiere broadcaster to women in the National Radio Editors Poll.

WGN is proud to bring her to Chicago and feels confident that The World Homemakers program will be the finest in the country.

Participating sponsorships are available on a five-a-week basis. We will be glad to furnish further particulars.

A Clear Channel Station

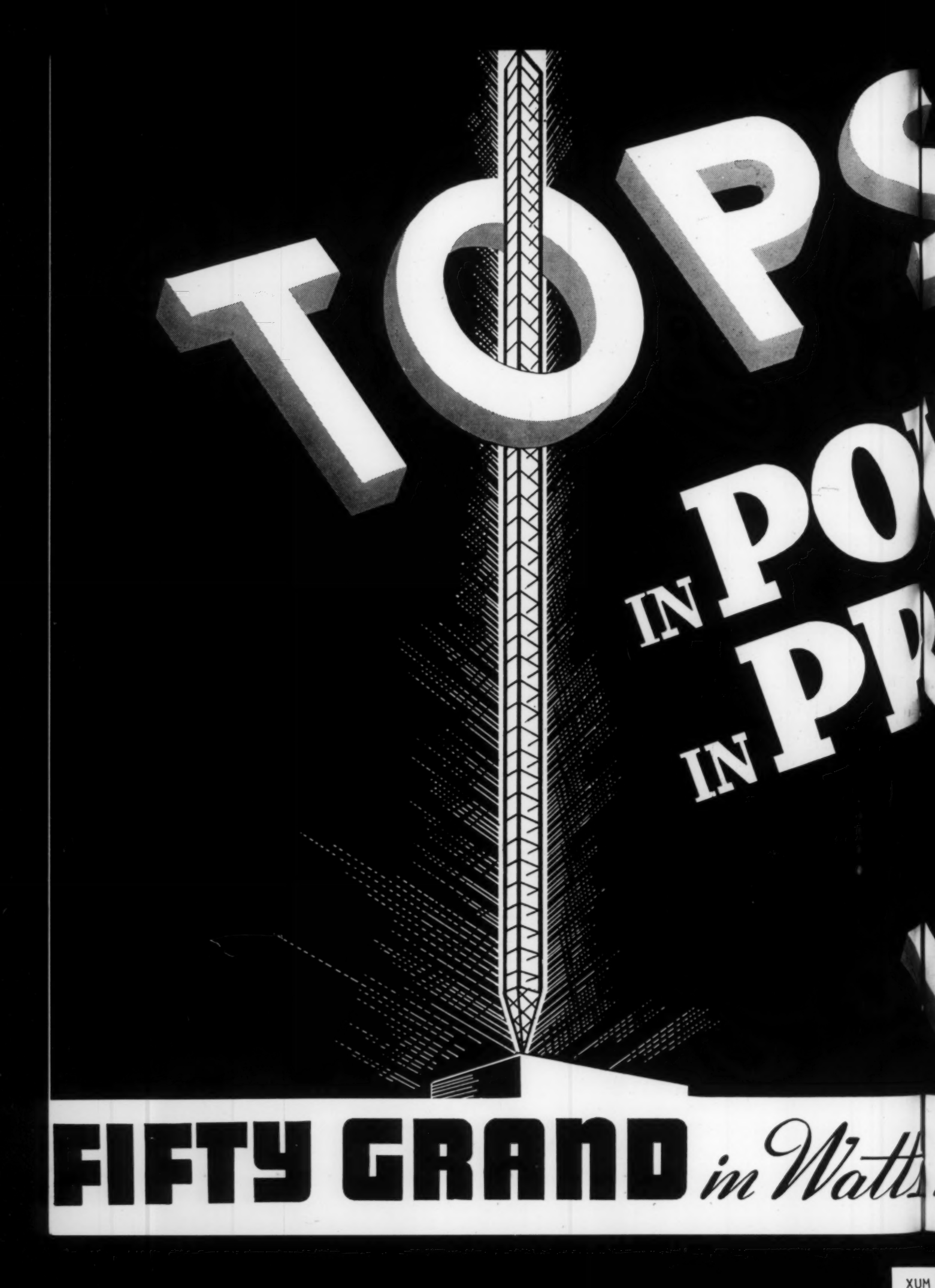
CHICAGO, ILLINOIS
50,000 Watts • 720 Kilocycles

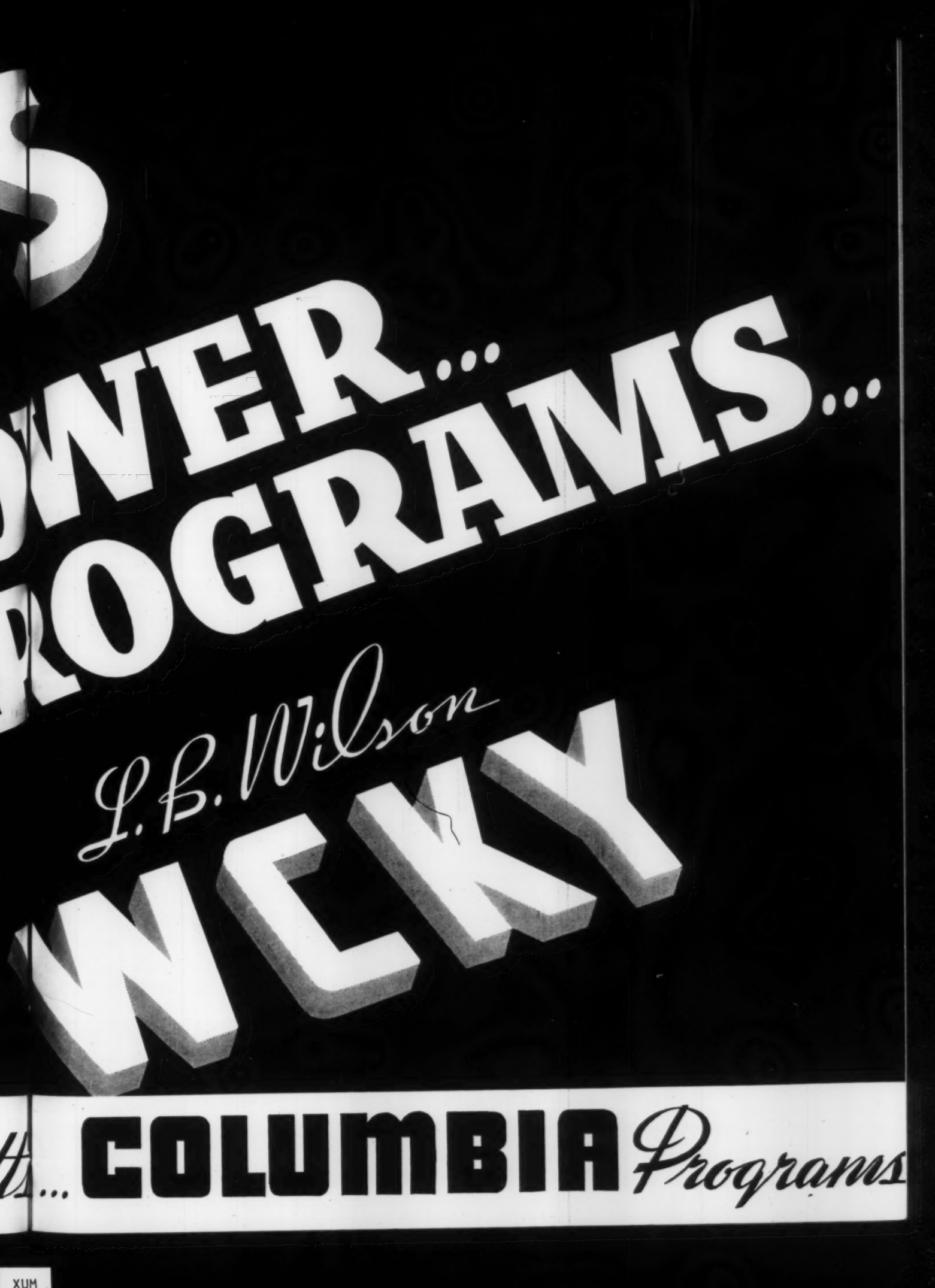
WGN

EASTERN SALES OFFICE:
220 East 42nd Street, New York 17, N. Y.

PAUL H. RAYMER CO.
Los Angeles 14, Calif.; San Francisco, Calif.

MUTUAL BROADCASTING SYSTEM


TOP
IN PO
IN PR
FIFTY GRAND in Watts


S
OWER...
ROGRAMS...
L. B. Wilson
WCKY
ts... COLUMBIA Programs

Editorial

Making It Easier

AMONG successful users of radio, financial institutions are developing an imposing record. Their buying has generally been astute, due mainly to the interest shown by stations and the activities of the Financial Advertisers Assn. Many stories of successful financial campaigns on the air have been recounted in the monthly *Bulletin* of the association.

At FAA conventions the subject of broadcasting is a favorite topic. There the men who direct bank contacts with the public exchange views and experiences. These exchanges of views are helpful, FAA members concede, but they leave many radio questions unanswered.

The financial institutions' problem is raised by Preston E. Reed, FAA executive vice-president, in a letter to Howard Loeb, manager of WFDF, Flint, Mich. Mr. Reed asks why broadcasting stations don't put out a manual on radio advertising financial institutions.

Manuals of this type are provided by newspapers and outdoor and street car interests are considering one, according to Mr. Reed. Naturally the FAA has some material available for its members.

Mr. Reed cites an obvious need that should be met. After all, specialized manuals have been provided in quantity for industries by competing media. A rich fund of experience is available and a helpful compendium can be prepared to guide financial advertisers.

Labor Facts On-File

MANY broadcasters have become weary of being called a "young" art, whose errors can be ascribed to youth and adolescence. Industry-wise there are many newer fields—air-conditioning, plastics and new electronics uses. But these are industries in a truer, heavier sense, whereas radio is an art and a profession.

It's true, nevertheless, that radio hasn't learned all of its lessons as a business. Take labor relations. Radio pays higher, per capita, than any other pursuit. For that reason labor organizers have stepped in. That's the tempo of the times.

There's nothing as convincing as fact and figure. Stations sign contracts with unions for various phases of their operation. Some of them, because they became palsy with heads of their locals, feel they have struck beautiful bargains. They know it because they were told so. They were admonished not to say anything about it; the union head would get himself in a jam.

Poppycock! Thats the shell game at its best. Does the broadcaster for a moment think that the international union headquarters doesn't know about the kind of contract signed? Doesn't he realize that the deal he has made serves as the basis for higher demands through some other local?

The 250-watt local at Blow Torch, Arktexa, is negotiating with his local on his plattergineers. He writes the NAB to find out how much 250-watt stations in similar markets, without network affiliation, are paying the wizards of the turntables. Alas, NAB doesn't have the information, because those similarly situated broadcasters were told they had made special "deals", and shouldn't divulge them.

Now, let's see how it works if the broadcasters used their heads and submitted the information to NAB headquarters.

NAB promptly would advise the Blow Torch broadcaster that so many stations in similar markets had contracts with their locals, and that the composite picture disclosed the scale was pegged at so many dollars for so many hours per week with so much time for vacation and so much for overtime. He would have the complete answer. And the identity of stations (or locals) wouldn't be disclosed.

Every NAB member station which hasn't done so should promptly send to the NAB copies of all labor contracts.

Esquire Shackled

THEY LAUGHED when radio cried out for help because its freedom was threatened in those early days of the whittling away process. Other media looked with disdain upon the "licensed" radio, which wasn't regarded as in the same professional league.

The *Esquire* case now places a different complexion on it. The Postmaster General has been upheld in the lower courts in ruling that the publication isn't entitled to second-class mailing privileges, on the ground that it isn't a public educational, scientific, artistic or business journal. Postmaster General Walker, the court held, simply exercised his discretion in classification of publications. But obviously, he had to judge the editorial content of *Esquire*. In so doing, he either censored or restricted the freedom of its editorial judgment.

The precedent is dangerous. But the first harbinger came in radio as early as 1927, when the yardstick, "public interest, convenience and necessity", was given the radio licensing authority. There, too, was a classification denominator, even less explicit than that upon which the Postmaster General relied in relegating *Esquire* to the more expensive (a half-million a year) fourth-class.

Barring a publication from second-class or barring it from the mails entirely is only a matter of degree, dependent upon regulatory trends of the times. "Obscene, profane or indecent" language in print, as well as on the air, constitutes grounds for summary action. A publication can be denied the mails; a radio station can be silenced. Since the second-class privilege became law in 1879, its terms rarely have been invoked.

The First Amendment provides that Congress shall make no law abridging freedom of the press, speech or the pulpit. To violate one threatens the others. Of the three, radio is the only one licensed—because of the limitation in the number of frequencies available. But that licensing process has extended beyond the pure physical regulation of radio to avoid interference. When that happened there came the first impingment upon free speech.

There was the Associated Press case, which caused the press to take pause. Now the *Esquire* case. Yet there have been scores of radio cases—a pin-prick at a time—that should have caused concern.

Radio must gain full freedom if the press and the church are to retain theirs.

Our Respects To -

EUGENE KATZ

EUGENE KATZ, who on July 5 resumed the title of secretary of The Katz Agency, national advertising representatives for radio stations and newspapers, after an absence of more than two years spent chiefly with the Overseas Branch of the Office of War Information, began his business career in true Horatio Alger hero fashion by selling newspapers on a street corner in Oklahoma City.

But unlike the rags-to-riches boys in the paper-covered Alger success sagas, Gene's newsboy days were preceded by three years at Dartmouth College, topped off by a year at Oxford University in England, although Gene declares in self-defense that he escaped without a degree from either institution.

When he left Oxford in 1928 (for the record, he was born in New York on Jan. 27, 1907) he landed a job with the circulation department of the Oklahoma Publishing Co., whose manager believed in starting his staff from the ground up. In Gene's case, the ground meant the corner of Main and Harvey Streets in Oklahoma City, where in spite of his knowledge of social science, it took two months to restore the newspaper to the circulation it had prior to his tenancy of the corner. Later he put in several months as night police reporter on the *Daily Oklahoman*.

In 1930, with a bow to Horace Greeley, Gene returned to New York and to the job of preparing sales material for the sales force of The Katz Agency, national advertising representatives since 1888. Five years later, after Gene had made a swing around the country talking to station managers about national representation, the firm began representing stations as well as newspapers. This part of The Katz Agency's activity has developed until today The Katz Agency ranks among the principal radio station representatives.

In March 1942, he took a leave to join the Office of Facts & Figures where, because of his background in market research, he was assigned to the Domestic Bureau of Intelligence with the responsibility of keeping track of the war activities and attitudes of foreign language groups in the United States.

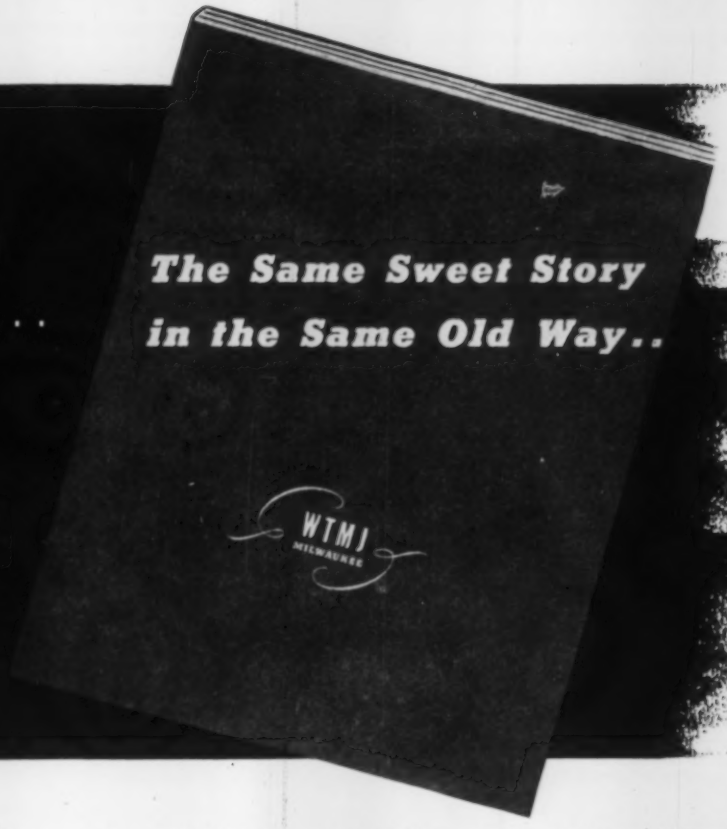
The following January, when the Overseas Branch of OWI which had meantime succeeded OFF needed an Overseas Bureau of Intelligence, Gene Katz was moved out of the Domestic Branch and given the job of forming the new bureau. The bureau's chore was to keep abreast of developments related to psychological warfare in enemy and neutral coun-

(Continued on page 40)

Again . . .
Up-to-the-Minute
Overwhelming Proof . . .

WTMJ

DOMINATES THE MILWAUKEE MARKET . . .



Since 1932 WTMJ has conducted systematic, coincidental telephone surveys in the name of an independent survey organization. Each year the survey shows that WTMJ dominates the Milwaukee market. This year, for example, 24,902 telephone calls were attempted, of which 18,423 were completed.

If you are in the Milwaukee market, or contemplate ever being in the Milwaukee market and have not received this study, then by all means fill in the coupon below and get your copy of "The Same Sweet Story in the Same Old Way." You will find it packed with facts and figures on total listening audiences, and individual station audiences. It is concise, meaty and packed with information you don't get in your regular ratings, for it presents facts on local programs.

Read "The Same Sweet Story" and you'll know that your radio coverage in Milwaukee is weak without WTMJ.

Here is an example of what this year's survey showed:

Average percentage of listening audience 7:00 A. M.-8:30 A. M., 5 days a week.

WTMJ	STATION A	STATION B	STATION C	STATION D	STATION E	STATION F
56.1%	23%	1%	3%	5.8%	3.0%	8.1%

THE MILWAUKEE JOURNAL STATION

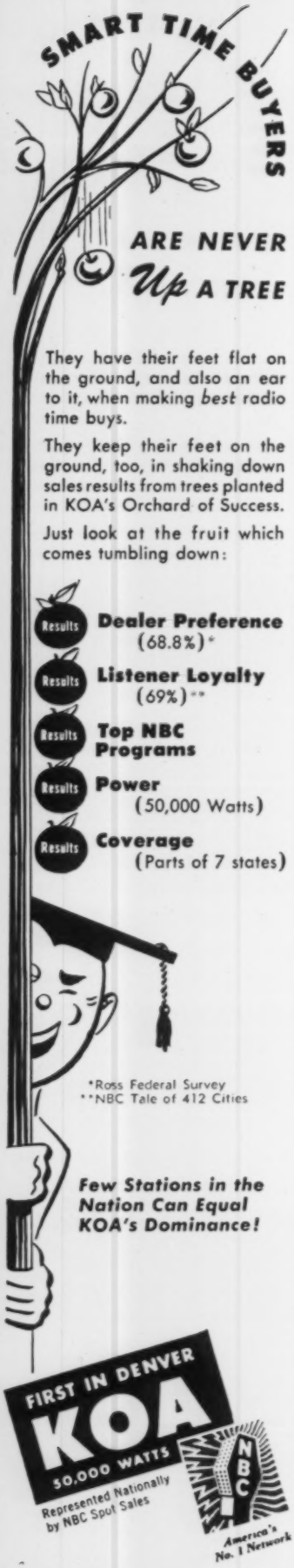
Basic N.B.C. Station

National Representatives, Edward Petry and Company, Inc.

WTMJ
Radio City,
Milwaukee 1, Wis.

Gentlemen: Rush me a complimentary copy of your interesting, informative brochure, "The Same Sweet Story in the Same Old Way."

Name .....
Organization .....
Title .....
Address .....
City ..... State .....


SMART TIME BUYERS
ARE NEVER
Up A TREE
They have their feet flat on the ground, and also an ear to it, when making best radio time buys.
They keep their feet on the ground, too, in shaking down sales results from trees planted in KOA's Orchard of Success.
Just look at the fruit which comes tumbling down:
Results Dealer Preference (68.8%)*
Results Listener Loyalty (69%)**
Results Top NBC Programs
Results Power (50,000 Watts)
Results Coverage (Parts of 7 states)
*Ross Federal Survey
**NBC Tale of 412 Cities
Few Stations in the Nation Can Equal KOA's Dominance!
FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

Our Respects to

(Continued from page 38)

tries and, in addition, to determine the audience response to OWI's output to those countries.

Because it was sometimes inconvenient to arrange Hooper or CAB radio audience studies of listening habits in Berlin and Tokyo, he relates, the bureau's findings occasionally lacked the detail to which advertisers are accustomed when they buy time from The Katz Agency and its competitors, but these and other problems were tackled by the Bureau and solutions developed.

Gene resigned from OWI in September 1943 to serve as Public Opinion Consultant in the Office of Price Administration, where he planned and executed the now routine studies of consumer reactions to OPA price and rationing regulations.

Early this year he rejoined OWI for a London assignment. Again there was an intelligence operation to be organized, this time for the preparation of material to be broadcast over ABSIE—The American Broadcasting Station in Europe which broadcasts daily in French, German, Dutch, Flemish, Norwegian and Danish—and for the use in OWI leaflets and publications. Gene says that by this time his position—Chief of Operations Intelligence in London—had no detectable connection with the station representative business; it was just the culmination of one of those unaccountable job sequences which characterize the Government in wartime.

When he returned from this assignment in early June, Gene found that the radio business had remained anything but static and that there are lots of new problems. He hopes that at least some of them will be more manageable than some he was confronted with in Washington and London.

He also hopes to make up for lost time at his other major occupation, that of reclaiming from the wildness the grounds of his home at Ridgefield, Conn., where he lives with his wife, Florine, and their three children, Barbara, aged 7, and the six-year-old twins, John and Daniel. But he is beginning to believe that this is a life-time job.

Martin Leaves WIZE

REGGIE MARTIN, vice-president and general manager of WIZE Dayton, took leave last week to undertake a personal project in radio. This is the second Dayton radio executive to leave within a fortnight, Ronald B. Woodyard, general manager of WING, having resigned last week [BROADCASTING, July 17]. Mr. Martin had been manager of WIZE for over three years, going to Springfield from Washington. Ad Karns, program director of WIZE, has been named assistant manager.

Personal NOTES

CAPT. HUGHLETT HOLLIDAY Jr., formerly of the Army Air Corps and for many years national advertising manager of the *Dayton* (O.) *News* (WHIO), has joined the Los Angeles office of Simpson-Reilly, publishers representatives.

LEE MIKESELL, formerly with KQW San Francisco, has joined KLX Oakland as sales manager.

JOHN E. PEARSON, owner of John E. Pearson Co., Chicago radio representative, is the father of a boy.

LT. HOWARD HOLSHOUSER, formerly in the advertising department of KOIL-KFAB Omaha-Lincoln, Neb., has been promoted to a captain in the Army Air Corps.

JOHN LINDSAY has joined the commercial department of KGVO Missoula, Mont., replacing Stephen Gaylord, resigned.

JACOB NICOL, K. C., owner of CHLN Three Rivers, Que., and CHLT Sherbrooke, Que., has been named to the Canadian Senate, it was announced by Prime Minister Mackenzie King at Ottawa on July 14. The new Senator is also publisher of Quebec *Le Soliel* and Quebec *L'Evenement-Journal*. Sherbrooke *La Tribune* and Three Rivers *Le Nouvelliste*, and is a director of Canadian Press.

GEORGE PROVOL, sales director of KDYL Salt Lake City, is the father of a boy.

RAY WATTON, formerly with Sears Roebuck & Co., has been added to the sales staff of KBIZ Ottumwa, Ia.

JIMMY SIMPSON, commercial manager of WHKY Hickory, N. C., is the father of a boy.

JOHN ALLEN, new to radio, has joined the sales force of KSFO San Francisco.

Named Partners

ARTHUR McCLURE and Phillip Schuyler have been made partners in the firm of Baldwin & Mermey, New York public relations counsel. Mr. McClure held executive positions on newspapers in Buffalo, Toronto and Detroit and was 13 years with Hearst Newspapers prior to his association with the counsel firm. Mr. Schuyler, before joining Baldwin & Mermey in 1942, operated his own public relations office.

NO STRANGER to mike is Senator Samuel Jackson (right) of Indiana, permanent chairman of last week's Democratic National Convention. Long before serving as Chairman for the Democrats, Senator Jackson had broadcast city, State and Presidential election returns over WOWO-WGL Ft. Wayne, his home town in Indiana. He shakes hands with J. B. Conley, manager of WOWO-WGL, before leaving for the Convention.

Masters Promoted

FLOYD MASTERS, since 1939 midwest district manager for Stewart-Warner appliances, has been named manager of the corporation's radio division, it was announced last week by F. A. Hiter, senior vice-president of Stewart-Warner Corp. Mr. Masters replaces L. L. Kelsey, who resigned to join Belmont Radio Corp. In making the announcement, Mr. Hiter stated that Stewart-Warner definitely "will remain in the radio business after the war, and will manufacture consumer sets to be merchandised through normal distribution channels."

Bakery Spots

H. H. CLAUSSEN Co., Augusta, starting this fall will use a series of transcribed spot and chain break announcements on a number of stations in Georgia, South and North Carolina for various baking products. Agency handling the account is William A. Schautz Inc., New York.

Alex J. Ashen

ALEX J. ASHEN, 59, attorney for the McClatchy Broadcasting Co., died July 10 at his home in Sacramento after an illness of several months. Surviving are his wife and two daughters.

what makes a . . .

EXCLUSIVE

BEST KNOWN of the "gnawing mammals", the Rabbit is EXCLUSIVE because of its long teeth, hind legs and ears . . . and because of its feats in the realm of magic. Credited with phenomenal leaps, keen hearing and amazing disappearances, this vegetarian pet of the prestidigitator lives in brushy cover, is mostly nocturnal and plenty prolific.

K-O-Z-Y is EXCLUSIVE because it PIONEERED FM in the Kansas City Area . . . believing in the powerful potential of this Basic Market as an FM Focus. Now, this proved potential can become YOUR MOST PRACTICAL EXPANDED ASSET . . . and, YOURS EXCLUSIVELY! Have you asked for Rate Card 3?

EVERETT L. DILLARD
General Manager

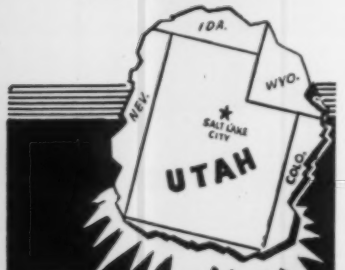
ELIZABETH WHITEHEAD
Station Director

FM Radio Station KOZY

PORTER BUILDING • KANSAS CITY, MISSOURI

FM Pioneer **in the Kansas City Area**

Reach the ACTIVE SALT LAKE MARKET



KDYL

Through UTAH'S NBC STATION

Utah has one of the highest per capita ratings as a radio listening market.

●

National Representative
JOHN BLAIR & CO.

BEHIND the MIKE

PETER GRANT, former news commentator of WLW Cincinnati and now in the Army, has been promoted to captain. LaSelle Gilman has joined the WLW staff of special war correspondents and will report on the war in the mid-Pacific from his headquarters at Pearl Harbor. He formerly was a co-worker in Shanghai with Milton Chase, now WLW night newsroom editor.

JOHN B. CARNEY, formerly of WWSW Pittsburgh, is a new addition to the announcing staff of WBIG Greensboro, N. C.

FRED WEBBER has returned to the announcing staff of WFIL Philadelphia after several months recuperation from a major throat operation.

BILL HARPEL, former announcer at KDB Santa Barbara, Cal. and KFQD Anchorage, Alaska, is now a private in the Marine Corps at San Diego.

ARTHUR SCOTT, formerly of WBTA Batavia, N. Y., has been named head of the news bureau at KGVO Missoula, Mont.

KITTY CONTI, of the program department of WCAE Pittsburgh, and Staff Sgt. Bill Thieman, formerly of the WCAE continuity department, were married July 15.

ROGER RAMBEAUX, promotion director of KLZ Denver, has been appointed to the special athletic committee of the U. of Denver. Committee's function is to secure new coaching staff in time for contracted games this fall.

ALICE ROBERT, promotion manager of WWL New Orleans, was married to Edward W. Barclay July 15.

90 MILLION

They topped the $90,000,000 figure . . . the people in 17 counties -- the entire Western North Carolina market -- in 12 months of buying in retail stores . . . buying many of the things they heard advertised on

WWNC 570 KC
Serving Western North Carolina from ASHEVILLE
CBS
DON S. ELIAS, Executive Director
Represented by The KATZ AGENCY.

James Robert Ball

JAMES ROBERT BALL, 25, news editor and announcer of WWDC Washington for 20 months, plunged to his death early on the morning of July 17 from the top, 13th floor of the National Press Bldg. in Washington. Although reportedly in excellent spirits and doing well in his work, the act was declared a suicide by the coroner. WWDC did not learn of the tragedy until Mr. Ball failed to report for his 6 a. m. newscast. A native of Salt Lake City and a former Harvard law student, his legal training had been interrupted several years ago by a nervous breakdown, it was learned. He is survived by his parents, a sister and a brother-in-law.

LARRY SHIELDS, now chief announcer of KFXM San Bernardino, Cal., is the father of a girl.

CHARLES C. CRAIG, formerly of WACO Waco and KMAC San Antonio, Tex., is now program director of KFXM San Bernardino, Cal. New additions to the KFXM announcing staff are Bernie Sebastian and George Gloysten. Muriel Carlston has been named continuity director. Jack Stodelle, former junior announcer, has been inducted into the Marines.

DOROTHY LINDLEY, former speech instructor, has joined the continuity department of KBIZ Ottumwa, Ia.

ED HENNESSY has been named publicity director of WRBL Columbus, Ga.

BOB BODDEN, formerly with WKBH La Crosse, Wis., has joined the announcing and script staff of WTAQ Green Bay, Wis.

LOWELL SWITZER, released from the Army following two years' service in the Signal Corps, has returned to KMYR Denver as traffic manager.

MAC McCULLEM, active in radio in Seattle and San Francisco, has been named program director of KMYR Denver.

JAMES S. MILES, who has handled farm programs on WBAA West Lafayette, Ind., for the past year, has been named program director of the station, succeeding Gilbert D. Williams, resigned.

DONALD E. GILLIS, NBC Chicago director, is the father of a girl.

FRED HALL, formerly on the staff of WSMB New Orleans, has shifted to WDSU New Orleans.

PAUL ALLISON, former announcer of WLW Cincinnati, has joined KMPC Hollywood.

EDDIE ALBRIGHT, continuity acceptance editor of Don Lee Broadcasting System, Hollywood, has been named assistant program director.

EFFIE E. COOKE, formerly of WMBD Peoria, Ill., has joined the WBBM Chicago continuity staff.

BARBARA PETERS has joined KLZ Denver as continuity editor.

JOHN KENT, announcer of WWL New Orleans, is the father of a boy.

BETTY ULIUS, continuity director of WBYN Brooklyn, has taken leave of absence to do freelance script writing.

LT. HARRY E. HEATH, NBC Chicago news editor on leave with the Army, is now chief of morale services branch and news director at Finney General Hospital, Thomasville, Ga.

BILL BAILEY, chief announcer of KTHS Hot Springs, Ark., has been appointed station news editor. James Blaine, formerly of WTJS Jackson, Tenn., is a new addition to the KTHS announcing staff.

KENNETH CAPLE, director of educational broadcasts of the Canadian Broadcasting Corp., Vancouver, has been appointed program director for the CBC Pacific region, succeeding Ernest Morgan, who was recently moved to Toronto as supervisor of exchange programs. Roy Dunlop has been appointed production manager, Pacific region, CBC Vancouver, succeeding Andrew Allen, now CBC supervisor of drama.

HAROLD FITZGERALD, announcer of WKZO Kalamazoo, married Ella Cranson of Kalamazoo on July 1.

IRENE BARCLAY, former secretary to Glenn Shaw, general manager of KLX Oakland, now heads the station's special events department.

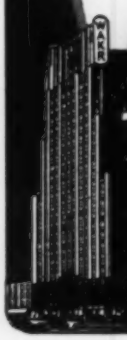
CHARLIE NEWCOMB, staff announcer at WWNC Asheville, N. C., where he was known as "Farmer Charlie" on the western North Carolina *Farm Hour* for four years, has resigned to manage a farm near Asheville. Bill Robertson has succeeded him at WWNC.

EMILY SIMPSON, new to radio, has joined the publicity and promotion staff of KROY Sacramento, Cal. Duane McRae, former commercial artist, has joined the announcing staff of KROY and will also assist in the promotion department.

JACK HOOLEY, assistant program operations manager of the BBC in New York, has returned to this country after four months in London.

BERTON SONIS has been named production manager of WCHS Charleston, W. Va. Other additions to the WCHS staff are Elisabeth W. Camp, promotion manager and announcer; Margaret Wilson, continuity writer and announcer; Charles Vassar, announcer.

WAKR



TOWERS OVER AKRON

Basic Blue Network

5000 WATTS · DAY & NIGHT

WEED & CO., National Representatives

GRASS ROOTS

"Grass roots" has come to connote that which is solidly, basically, wholesomely American. Specifically, mid-western American. Its implications have ceased to be exclusively rural.

"Grass roots," then, is an apt description of the 64-county domain of WOWO, Fort Wayne.. a mingling of equal parts of progressive rural and urban Americanism. WOWO helps guide the influence, and shape the destinies, of 2,500,000 thrifty, self-reliant citizens, in an area that is largely its own. To most of these folks, radio is the chief source of entertainment and information. And to them, radio is WOWO.

Few stations are able to deliver such a substantial package of typical cross-section Response Ability. You need only tell to sell this multiple mart of farm families and urban dwellers. WOWO's home county has 132,000 people and there are 20 other cities with populations exceeding 10,000, to complete the WOWO primary area. Consult NBC Spot Sales for the availabilities.

WOWO
FORT WAYNE
Indiana's most powerful station

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KYW • KDKA • WOWO • WGL

WESTINGHOUSE PRESENTS . . . *John Charles Thomas on Sun. 2:30 EWT., NBC.; also "Top of the Evening" on Mon., Wed., Fri., 10:15 EWT., Blue Network.*

RESULTS?

Louisville advertisers tell the story!

84%

renew their contracts!

WINN LOUISVILLE

with

WINN

Your

BLUE NETWORK STATION *in* **LOUISVILLE, KY.**

D. E. "Plug" Kendrick
President and General Manager

G. F. "Red" Bauer
Sales Manager

New on Old Gold Show

P. LORILLARD Co., New York, on July 26 replaces Frankie Carle's Orchestra with Woody Herman's Orchestra on the CBS Old Gold program with Allan Jones, continuing as featured singer. Mr. Carle was to take his orchestra on a 12-week tour following July 19 broadcast. His return to the network for Old Gold after the tour is uncertain, according to a spokesman at J. Walter Thompson Co., New York agency handling the Old Gold account.

MID-SOUTH HOOKUP FOR MISSISSIPPI

FORMATION of the Mid-South Network linking WCBI Columbus, Miss., and WELO Tupelo, with plans already underway for expansion to include other stations in Northeast Mississippi, was announced last week by Robert R. McRaney, general manager.

First commercial account and first program of the network was the broadcast of Mississippi primary election returns, sponsored by the Pepsi-Cola Bottling companies of both Columbus and Tupelo. The same firms have contracted to sponsor Presidential election returns in November.

Mr. McRaney said the network plans to broadcast Mississippi State and U. of Mississippi football games this fall, as well as county fairs and other public events. Headquarters of the Mid-South Network will be maintained at WCBI. Both stations are owned by Capt. Birney Imes Jr., now on active duty with the Army Air Forces. In his absence, Mr. McRaney directs activities of both stations. Gene Tibbet is station manager of WELO.

'McCall' Survey Reveals Television Prospects

ONE-SIXTH (16.5%) of the 11,150 women indicating their desires for television sets in a "Home of Tomorrow" contest conducted by *McCall's Magazine* placed sight-and-sound receivers in the "must" category for their postwar homes, a breakdown of the response reveals. Another 67.0% placed video receivers in the "I like and may get" class; 13.9% checked the "I don't like" column, and 2.6% reported that they own them now. Postwar demand for radio receivers is shown individually for console models—9.2% must have and 16.8% like and may get; table models—5.8% must have and 9.2% like and may get; radio-phonographs—30.0% must have and 35.7% like and may get. Present ownership for all three types of receivers exceeds 100%.

Mennen Planning

MENNEN Co., Newark, has appointed Duane Jones Co., New York, to handle advertising for Mennen shave cream, effective in September. Future media plans were being formulated last week. Firm has used network radio for the product for a number of years, the last program Ed Sullivan on CBS, having been discontinued last month. Mennen continues to place advertising for Quinsana, antiseptic powder and baby oil through H. M. Kiesewetter Adv., New York.

NOT TO BE OUTDONE by the two rival major political parties, executives of KQW San Francisco held an election rally of their own at a surprise party observing Manager C. L. McCarthy's tenth year with the station at which the announcement of McCarthy's advancement to vice-president and director was made by Ralph Brunton, owner of KQW. Heralding the election are Ralph Brunton (right center), congratulating McCarthy, while John Brunton (left) supports the election banner with Ed Franklin, manager and new co-owner of KJBS, sold by the Bruntons.

OWI PACKET, WEEK Aug. 14

Check the list below to find the war message announcements you will broadcast during the week beginning Aug. 14. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Cadet Nurses	X	--	--	--	--	--	--
War Bonds	X	--	--	--	--	--	--
Crop Corps	X	--	--	--	--	--	--
Save Paper	--	X	X	X	X	--	--
Careless Talk	--	X	X	X	X	--	--
Merchant Marine Recruiting	--	--	X	--	X	X	--
Prepare for Winter	--	--	--	--	--	X	X

See OWI Schedule of War Messages 120 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Bakery Series

RICE SCHMIDT Baking Co., Washington, will expand its advertising for baking products this fall, using a series of one-minute transcribed spot and chain break announcements on some 28 stations in the East and Southeast. No further details are available as yet. One-minute transcribed spot and chain break announcements, at varying intervals, are now used on WFBR WBAL WCAO WITH Baltimore. Agency is William A. Schautz Inc., New York.

A Proven Sales Medium

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

IN WBNX SERVICE AREA THERE ARE:

2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

22 Years is a Long Time in Radio*

We're Baltimore's oldest active radio station!

During the past 22 years, WFBR has developed a loyal listening audience—the kind of people you can depend on . . . the people who have listened to our station and enjoyed our programs over a period of years that is considered long in radio broadcasting. Their wholehearted response has been earned only through good programming and good service.

Sponsors, too, have been as loyal as our audience. Some of our advertisers have been with us almost as long as the station has been on the air!

But aside from our audience and sponsor loyalty, WFBR is proud of its technological developments which include many "firsts" of national as well as local importance. Baltimoreans have applauded our progressive pioneering!

When you include WFBR in your Baltimore radio plans . . . you reach the audience that has always known and recognized WFBR as Maryland's pioneer broadcasting station!

•

RADIO CENTRE, BALTIMORE-2, MARYLAND
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

ANOTHER GOOD REASON WHY WFBR IS YOUR BEST BALTIMORE BUY!

first

WITH A WOMAN'S PROGRAM THAT HAS GENERAL APPEAL...

Nancy Osgood

Good cook or sportswoman . . young mother or spinster . . Nancy's daily program holds them all. And even men!

BUT, THIS IS THE *USUAL* STORY FOR WRC, *FIRST* CONTINUOUSLY SINCE 1923.....

WRC

REPRESENTED BY NBC SPOT SALES

Washington

Agencies

BASIL W. MATTHEWS, for the past two years advertising manager of Centaur Co., New York, a division of Sterling Drug Inc., has joined Benton & Bowles, New York, to assist on the Procter & Gamble account. Mr. Matthews was previously with Pedlar & Ryan, New York. Wells W. Spence, assistant to the president of Centaur, is acting as advertising manager until a permanent replacement is found.

CLIFFORD SUTTER, former program manager of the domestic branch of OWI, has joined BBDO New York as account executive. Prior to his association with OWI, Mr. Sutter was account executive with Geyer, Cornell & Newell, and N. W. Ayer & Son, New York.

NEAL WILDER, former account executive with Ketchum, MacLeod & Grove, Pittsburgh, has been appointed account executive of McCann-Erickson, New York.

LUCILLE SHEARWOOD, formerly on the editorial staff of the Dell Pub. Co., New York, has joined the staff of Federal Adv., New York, to handle publicity and promotion on food accounts.

WILLIAM H. EYNON, radio director, and Henry B. Humphrey Jr., New York office manager, of H. B. Humphrey Co., advertising agency, have been named vice-presidents.

CLAIRE HARRISON, formerly on the copy staff of KWK St. Louis, has joined Gardner Adv., St. Louis.

DAVID ORTHWEIN, formerly with Anfenger Adv., St. Louis, has joined Compton Adv., New York, as account executive.

ALMA E. MARKS, a talent buyer for N. W. Ayer & Sons, New York, has resigned to join the overseas branch of the OWI effective July 31.

EDWARD F. MOTTERN, former copywriter of William Esty & Co., New York, previously with Lord & Thomas and Blackett-Sample-Hummert, has joined the creative staff of Roy S. Durstine Inc., New York.

VIRGINIA SPIKER, former fashion copy-writer for *Vogue* magazine, and Annette Anderson Talbert, for the past three and a half years with J. Walter Thompson Co., New York, have joined the copy department of Benton & Bowles, New York.

Two Join P R & L

ERNEST P. ZOBIAN, former manager of the New York office of H. W. Kastor & Sons, last week joined Pedlar, Ryan & Lusk, New York, as account executive of the Sterling Drug account. Mr. Zobian's duties at H. W. Kastor & Sons have temporarily been taken over by Hal James, radio director of the agency. Russell F. Manney, associated with Campbell-Ewald Co., Detroit, for 17 years, also joined Pedlar, Ryan & Lusk, as account executive.

New Radio Department

DAYTON AGENCY of Kircher, Lytle, Helton & Collett has opened a radio department with Herman W. Land as director. Radio accounts handled by the agency are: Dayton Spice Mills, Gem City Building & Loan Assn., Ohmer Register Co., Victor Furniture Co., all of Dayton, and Edward Furniture Co., Royal Oak, Mich.

GRIMM ISN'T GRIM when ribbed about the Chicago Cubs' batting average by sponsors of *Sports Page*, alternate Cub broadcasts by Walgreen Co., Chicago. Hashing things over are (l to r): Orville Gile, advertising director of Walgreen Co.; Bert Wilson, WJJD Chicago sports announcer featured on *Sports Page;* Art Harre, manager of WJJD; Charley Grimm of the Cubs, and R. Jack Scott, partner of Schwimmer & Scott, Chicago, agency handling the Walgreen account.

EMILY FUNK, formerly on the production staff of N. W. Ayer & Son, New York, has been named traffic chief of Ivey & Ellington, New York.

LAWRENCE L. SCHOONOVER, formerly advertising manager of Underwood & Underwood Illustration Studios, New York, has joined the copy staff of Gotham Adv., New York.

JAMES J. MALONEY, former vice-president of Donahue & Coe and previously with N. W. Ayer & Co., has joined Buchanan & Co., New York.

J. H. SLINGERLAND, for 15 years at Montgomery Ward & Co., Chicago, has joined Ruthrauff & Ryan, Chicago, in an executive and merchandising capacity.

ERLE RACEY, former vice-president of Tracy-Locke Co., Dallas, has joined Grant Adv., Chicago, as account executive.

JACK NORTH, radio director of Aubrey, Moore & Wallace, Chicago, has returned to his job after nearly five months spent in recovery from injuries sustained in an auto accident Feb. 13.

HUGH LEWIS has joined the copy department of Ivey & Ellington, Philadelphia.

JAMES M. SHEA has left the advertising staff of the *Philadelphia Record* to join the staff of Lawrence I. Everling Adv., Philadelphia.

EUGENE LESSERE, former manager of CRG, the Cornell U. station operated by Cornell Radio Guild, has joined Buchanan & Co., New York.

New Hollywood Office

TO ACCOMODATE expanding operations of its Hollywood radio division, Foote, Cone & Belding has opened additional offices at 5414 Melrose Ave., according to Edmund L. Cashman, vice-president in charge of Hollywood operations. Dave Taylor, director of regional produced programs, heads the offices, with Bob Nye continuing as his assistant. Staff includes Genevieve Muir, head script girl, and Walter Snow, producer. C. Burt Oliver, assistant treasurer, has been shifted from the agency's Los Angeles office to Hollywood radio division headquarters at 6117 Sunset Blvd., with additional duties of general manager.

GEORGES BOURASSA, general manager of CKCH Hull, Que., since 1940 and former manager of CHLN Three Rivers, Que., has resigned to join Harold F. Stanfield Ltd., Montreal advertising agency, as radio director. He is also a director of the Quebec Assn. of Broadcasters and a member of the code committee of the Canadian Assn. of Broadcasters. Laurette Amyot, secretary of CKCH since 1941, has been appointed commercial manager to succeed Mr. Bourassa.

EDWARD B. LYMAN, formerly with the public relations staff of the Standard Oil Co. of New Jersey, has joined Foote, Cone & Belding, New York, to assist in public relations work on Cities Service Co., NBC Advertiser.

NBC AFFILIATED STATION

RICHMOND, VA.

WORLD'S WIDER MARKET

MEMORABLE BATTLE BETTER GROUNDS

GUARANTEE

5000 WATTS

DAYTON, O.

The Birth Place of Aviation

★ ★ ★

WING

Dayton's Blue Network station has kept pace with Dayton's performance as a war production center. The overwhelming preference of WING by local merchants and national firms using radio indicates the trend in radio listening. Let these merchants who measure results by the sound of the cash register guide you in selecting the right medium.

Write or wire today for availabilities.

★ ★ ★

All statistics used compiled by the Dayton Chamber of Commerce.

Today - IS DOING A BIG JOB IN WAR PRODUCTION!

That big is spelled with a capital B for Dayton is 10th in the nation in war production. This achievement has been accomplished with practically **no wartime industrial plant expansion.**

Tomorrow - DAYTON WILL DO A BIGGER JOB IN PEACE!

Expansion plans for peacetime operations will exceed $50,000,000 according to a recent industrial survey of Dayton manufacturers. An indication of the tremendous market offered by Dayton today—and tomorrow.

WING

RONALD B. WOODYARD, EXECUTIVE VICE-PRESIDENT

BASIC BLUE ● 5,000 WATTS

Weed and Co. NATIONAL REPRESENTATIVES

CHARLES M. STORM Co., New York, has taken additional office space at 50 East 42nd St. Agency's principal executives have been moved to the new quarters, occupying nearly the entire 16th floor, while the 15th floor now houses radio and other media and administrative departments. Firm has increased office space 100 percent since the start of the year.

W. ROBERT MITCHELL, account executive, formerly with Snyder & Black, New York, has joined McCann-Erickson, New York.

ROBERT H. KING, for the past year and a half on the Blue Network publicity staff, has been named director of publicity of Doherty, Clifford & Shenfield, New York. Mr. King was formerly in the publicity department of J. M. Mathes, Inc., New York, and served for eight years with the *Philadelphia Evening Bulletin*.

DRAPER DANIELS, copy writer, formerly of Young & Rubicam, New York, has joined McCann-Erickson, New York, as a copy group head.

GILBERT NUNNS, formerly with J. Walter Thompson Co., Toronto, has joined Locke, Johnson & Co., Toronto, as account representative.

HARRY O'CONNOR has joined the radio department of MacLaren Adv., Toronto. He has been for many years in advertising and publicity for Famous Players Canadian Corp., Toronto.

COL. KENNETH COLLINS, vice-president of Arthur Kudner Inc., New York, on military leave as chief procurement officer of the Eighth Air Force in Europe, has been awarded the Legion of Merit.

TED LONG, television director of BBDO New York, has been elected an associate member of the Institute of Radio Engineers.

DANIEL J. DANKER, Jr., Pacific Coast vice-president of J. Walter Thompson Co., Hollywood, who died in that city on July 5 following a heart attack, left an estate estimated at more than $200,000 to his widow, named executor.

Coate to Agency

H. R. COATE, formerly in the export division of General Motors Corp., Detroit, has resigned to join Foote, Cone & Belding, New York, as director of postwar foreign activities, with headquarters in New York. Mr. Coate has been engaged in public relations, advertising and sales promotion for General Motors, having been with the company 20 years.

Gesregan Named

HERBERT GESREGAN, formerly on the media staff of BBDO New York, has joined Marschalk & Pratt, New York, as media director. Mr. Gesregan replaces George L. Trimble, who joins Fuller & Smith & Ross, New York, Aug. 1 as media director .

Book by Young

A NEW BOOK by James Webb Young, senior consultant and director of J. Walter Thompson Co., is titled *Diary of An Ad Man*. It is written in the form of a diary covering the war years, June 1, 1942 to Dec. 31, 1943 [Advertising Publications Inc., Chicago].

BING CROSBY, following broadcast of July 27 will vacation for 13 weeks from NBC Kraft Music Hall. He will entertain recuperating servicemen in West Coast hospitals.

Radio Advertisers

SHELL OIL Co. of New England has renewed its ten minute news and sports program *Shell Digest*, Thursday, Friday and Saturday nights on WNAC and other Yankee Network stations. Program features Nelson Churchill. Agency is J. Walter Thompson.

ARTHUR E. WEBB, for more than 20 years associated with the Salada Tea Co., Detroit, in a sales capacity, has joined the Morton Salt Co., Chicago, as city sales manager in the company's Detroit office.

PETER PAUL Inc., Naugatuck, Conn., on Aug. 7 adds thrice weekly sponsorship of Prescott Robinson's 8 a.m. news period on WOR New York to its schedule of one-minute live spot announcements and news programs on a number of stations throughout the country. Agency is Platt-Forbes, New York.

SONORA Radio & Television Corp., Chicago (Sonora radios), began sponsorship July 17 of Dick (Two Ton) Baker's quarter-hour morning program of songs and specialities, Mondays through Fridays on WGN Chicago. Show replaces sponsorship of quarter-hour *Good Morning Program* by Sonora daily on WGN. Contract is for six weeks, placed by Weiss & Geller, Chicago.

BERNARD M. KLIMAN, former advertising and promotion manager of I. Schneierson & Sons, New York, has been appointed advertising director of Gruen Watch Co., New York. Position at Gruen was formerly held by John Young, who entered the Navy, and more recently by Donald S. Hall, now in the Army.

NARRAGANSETT Brewing Co., Cranston, R. I., has renewed its series of minute participation in the 6-6:15 p.m. edition of the *Yankee Network News Service* on WNAC Boston. Agency is Arthur Braitsch Co., Providence, R. I.

BROADWAY Dept. Store, Los Angeles, on July 3 started five weekly quarter-hour women's commentary *Home Chats*, featuring Miriam Lane, on KMPC Hollywood. Contract is for 52 weeks with placement through Lee Ringer Adv., Los Angeles.

GROCERS PACKING Co., Los Angeles (Budget cellophane packaged foods), on July 17 started sponsoring five-weekly, transcribed version of quarter-hour *Take a Look With Frances Scully* on KTAR Phoenix. Contract is for 52 weeks. Live broadcast is sponsored five-weekly on KECA Los Angeles. Agency is Raymond R. Morgan Co., Hollywood.

Griffin Maintains

GRIFFIN MFG. Co., Brooklyn, through 52-week renewals is maintaining its schedule in behalf of shoe polishes on about 60 stations, using a recorded music series *Griffin Time to Shine*, live talent shows, participations, and news. Announcements are all live. Agency is Bermingham, Castleman & Pierce, New York.

GENERAL MOTORS Corp., Detroit, will renew is quarter-hour program, *Victory Is Our Business*, Sundays, WGN Chicago, effective August 9. Contract for 13 weeks was placed by Campbell-Ewald Co., Detroit.

CHARLES E. SORENSON, former executive vice-president of Ford Motor Co., has been elected president of Willys-Overland Motors, Inc., Toledo, O. Ward M. Canaday will continue as chairman of the board.

BROWN-THOMPSON's Dept. Store, Hartford, beginning Aug. 15 for 52 weeks sponsors six-weekly 8 p.m. AP news broadcast on WDRC Hartford. Contract was placed through Julian Gross Adv., Hartford.

CAMPBELL SOUP Co. Ltd., New Toronto, Ont. (soups), has started twice daily spot announcement campaign on a number of Canadian sttations. Account was placed by Cockfield Brown & Co., Toronto.

SALADA TEA Co. of Canada, Toronto, has started quarter-hour Sunday newscasts on CJKL Kirkland Lake, CKGB Timmins and CFCH North Bay, Ont. Account was placed by Thornton Purkins Ltd., Toronto.

BOSTON MUTUAL LIFE Insurance Co., Boston, has appointed Wendell P. Colton Co., New York, as agency. Initial campaign calls for newspaper advertising only in the New England area. No radio is contemplated at present.

FRATERNAL Order of Eagles, Helena, Mont., in a national campaign is sponsoring weekly quarter-hour transcribed dramatizations *The Eagles Speak* on 75 stations. Placement is through Continental Radio & Television Prod., Hollywood.

STRATHMORE PRODUCTS Co., New York, has appointed Irving Rosen Adv., New York, to handle advertising for Ripans Tabules, laxative and anti-acid tablets. Spot radio is being planned on foreign language stations in metropolitan New York.

AMERICAN SCHOOL, Chicago (correspondence school), renews sponsorship of a quarter-hour transcribed show, Sundays, on WOR New York, starting Sept. 10. Contract for 13 weeks was placed by Doremus & Co., Chicago.

1480 Kilocycles — Full Time Operation
WHOM
FOR BETTER THAN AVERAGE RESULTS
Joseph Lang, Gen. Mgr.
New York Studios: 29 West 57th Street, New York City

The concert pianist is free to devote his exclusive attention to the interpretation of his music because years of arduous practice have enabled his skillful fingers to strike the proper keys instinctively.

Instinctively, the people of Southern New England turn to WTIC for the radio programs they like best. As a result of this habit—born of more than 19 years' experience—WTIC can offer advertisers a larger and more responsive audience than any medium in this rich area.

The people who listen to WTIC possess a buying income more than 60% greater than the average for the entire United States. Convince them of the merits of your product and they will buy it.

You'll find that putting WTIC's 50,000 WATTS to work for you is a most profitable habit to develop.

IN SOUTHERN NEW ENGLAND
PEOPLE ARE IN THE Habit OF LISTENING TO WTIC

WTIC
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

TO
ADVERTISERS
WHO
ARE
LOOKING

SOUTH

Most marketing experts agree that the South is now the nation's greatest "area of opportunity." If you feel that's true in your industry, we suggest you consider South Carolina as a starting point.

South Carolina is easy to cover. One station—WIS at Columbia—reaches virtually the entire State, daytime. The WIS service area has 74% more radio homes than New Orleans, 185% more than Atlanta, 208% more than Birmingham.

We'd welcome an opportunity to tell you **how and why** this 5000-watt station, at 560 KC, has a stronger signal (actually delivers more microvolts) over a larger area than is possible even to many 50,000-watt stations. Drop us a line—or ask Free & Peters.

WIS
COLUMBIA
SOUTH CAROLINA
5000 WATTS • 560 KC

FREE & PETERS, Inc., National Representatives

Purely PROGRAMS

NEW PUBLIC service feature program on WKY Oklahoma City, which will not be sponsored, is titled *Farm Reporter* and will have the Hon. Claude Wickard, Secretary of Agriculture, as guest speaker at a dedication dinner and preview broadcast Aug. 8 to initiate the new WKY farm service show. To be broadcast Mondays through Fridays 12:30-12:45 p.m. starting Aug. 9, program will be directed by Ede Lemons, southwestern agricultural leader and former executive secretary of the FFA. In addition to Sec. Wickard, other speakers at the dinner to be held in the Skirvin Tower Hotel, will be Governor Kerr of Oklahoma and Dr. H. G. Bennett, president of Oklahoma A. & M. College. Invitations have been sent to over 1,000 persons.

* * *

Stock Show

IN COOPERATION with the Rocky Mountain Radio Council, KOA Denver is presenting a weekly *Saturday Stock Show* as a service to farmers and ranchmen throughout the Rocky Mountain and Plains States region. Theme of the program is to trace the development of agriculture in the area, tieing in historic phases with the current situation. Farmers and ranchmen appear on the program, which also features songs of the plains and the Old West, as played by a 12-piece orchestra.

* * *

Veteran Aid

ASSISTANCE to returned war veterans is offered Mondays, 8:05-8:15 p.m., by WINX Washington in a program conducted under auspices of the Disabled American Veterans. Purpose is to acquaint both disabled and able-bodied service men returning to civilian life with their rights, rehabilitation plans, employment, vocational training and other information valuable to the men who seek to find their places as civilians.

* * *

New WMCA Feature

THEATRICAL boarding house is the locale for *The Callahans*, weekly half-hour program started on WMCA New York in line with its policy to present more live shows. Each program is an episode in itself. Series is designed to carry-over a more sustained interest than the established type of comedy-variety show. Fritz Block, New York, is writer and director.

* * *

Ft. Benning on WDAK

PAYING tribute to the work of the WAC, Army Nurses and Red Cross workers, the Ft. Benning (Ga.) public relations office is now broadcasting a new weekly program *Women at War* over the facilities of WDAK Columbus, Ga. Pvt. Louise Wilie, former reporter on the *Nashville Tennessean*, conducts the interviews with the women at the post.

Youth Centers

ACTIVITIES of youth summer centers supported by the local Community Chest provide the setting for a series of special events programs being broadcast by WTAG Worcester, Mass. Initial program originated at a Boy Scout camp and included interviews with scouts and counselors. Later broadcasts will describe the work of the YMCA, YWCA, Camp Fire Girls and Girls Club. Bob Dixon, WTAG special events chief, handles the broadcasts.

* * *

Soldier Request Show

WEEKLY Sunday afternoon program on WASK Lafayette, Ind., is dedicated to men in the armed forces and titled *Service Men's Request Program*, consisting of music requested by service men from that area who are located in various quarters of the globe. Program, which is now sponsored by the Unit Parts Co., auto parts and paint firm, has been a feature of WASK for over two years.

* * *

Money Quiz

SELECTING NAMES at random from telephone directories, the telephone money award quiz program *Quiz Time*, is now conducted by Walt Lochman on WIND Chicago. Quarter hour program is aired three times daily, once on Sundays.

* * *

Religious Talks

STARTED July 3, the Blue Network now presents a series of five weekly quarter-hour religious talks, *Your Life Today*, under the auspices of the Federal Council of Churches of Christ of America.

* * *

WORL Feature

PROMINENT personalities in civil and military life are featured in *American Ideals*, now heard Sunday evenings on WORL Boston.

(Continued on page 52)

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

NOW SHOWING
FOR FALL

Yes—and it's not a bit too early to consider availabilities! The Hartford Market grows each year in popularity, for additional spot schedules! And WDRC's contracts keep pace!

USE WDRC TO
CONNECT IN CONNECTICUT

CBS

SOUTHERN CALIFORNIA'S LEADING INDEPENDENT

Leads in
SPORTS
too!

KMPC's staff of top sportcasters make KMPC the leading sports station in Southern California with daily broadcasts of Pacific Coast League baseball games...re-creations daily of National League games...fights...sport commentaries and football, basketball and golf...sport fans automatically turn their dials to KMPC.

ON-RADIO-ROW
HOLLYWOOD

KMPC CARRIES MORE SPORT FEATURES THAN ALL OTHER SOUTHERN CALIFORNIA STATIONS COMBINED

10,000 ★ WATTS

KMPC
LOS ANGELES

710 on ★ the dial

YOURS ..FOR THE ASKING

Available from local dealers or by writing factory direct.

UNIVERSAL STROBOSCOPE

This handy phonograph turntable speed indicator, complete with instructive folder, is now available gratis to all phonograph and recorder owners through their local dealers and jobbers. As a recorder aid the Universal Stroboscope will assist in maintaining pre-war quality of recording and reproducing equipment in true pitch and tempo.

Universal Microphone Co., pioneer manufacturers of microphones and home recording components as well as Professional Recording Studio Equipment, takes this means of rendering a service to the owners of phonograph and recording equipment. After victory is ours—dealer shelves will again stock the many new Universal recording components you have been waiting for.

UNIVERSAL MICROPHONE CO.
INGLEWOOD, CALIFORNIA

Youth Follies

NEW daily 45-minute program heard on WMAZ Macon, Ga. is *The Juke Box Parade*, with eight boys and girls designated for attendance each afternoon by the director of Macon's Teen Age Club. Those invited compete in announcing and jitterbug contests, with music furnished by a juke box. Soft drinks, supplied by the station, are sipped on the sidelines by other teen agers who are not featured on the program. Prizes are awarded for best announcing and jitterbugging.

* * *

WNEW Crime Quiz

WNEW New York now presents a weekly quarter-hour *Crime Quiz*, with a panel of "experts" composed of the editors of crime and mystery magazines published by the Hillman enterprises. Listeners are invited to submit questions dealing with real and fictional crime stories, receiving Hillman mystery books for those questions used on the program.

* * *

Public Reaction Sought

PUBLIC reaction to various new ideas for radio entertainment will be sought by WWL New Orleans in a series titled *Testing*, scheduled to begin July 29. A new type of program will be introduced on each broadcast and through mail response the most popular idea will be chosen.

Teleoperas

OPERATIC EXCERPTS in English soon will be produced on WNBT New York, NBC television station, by Dr. Herbert Graf, newly appointed NBC director of operatic productions. Rising stars of the music world will be featured. Special stage sets for the telecasts have been built.

* * *

WGN Feature

DERIVING its title from the hall connecting WGN Chicago studio building with the Tribune Tower, *Harmony Hall*, half hour program, is now heard Wednesdays on the station. Conducted by Robert Trendler and Wayne Van Dyke, tenor, program features the WGN Symphonic Dance Orchestra.

* * *

Old-timers

WINS New York is reviving old-time musical comedy and operetta hits with the presentation of *Show's The Thing*, weekly half-hour program of recorded music. Listeners are invited to send in requests for favorite tunes, to be played as they were originally heard, minus swing, with appropriate narration.

* * *

WOR Religious Music

WOR New York on July 17 started a weekly half-hour Monday night program of religious music with orchestra and chorus under the direction of Alfred Wallenstein, WOR musical director, and guest soloists. Program is titled *Music of Worship*.

SKIPPY IS NO MORE! Skippy was a radio star, and loved radio. Until his death the other day, this friendly pit bull, owned by Rev. Father James A. Wagner, managing director of WTAQ Green Bay, Wis., had opened the daily farm and home hour on WTAQ for 12 years by barking a welcome with the opening theme. Skippy, almost 13, had thousands of friends, not only because of his broadcasting but because he was a familiar sight around this section as an almost inseparable companion of Father Wagner now in Coast Guard.

* * *

Editorials on Air

BEST editorials from Idaho weekly newspapers are sent to KIDO Boise each week from the Idaho Editors Assn. for random selection and reading over the air on a new weekly program heard over that station.

A Market All of Its Own

Distinguished as a "happy medium" among contemporary daytime programming, WLIB consistently fills the musical gap long left open by the other stations in New York City. WLIB attracts the daytime listener who likes *a variety of good music** just for the endless pleasure it gives; WLIB holds the listener with the powerful appeal of familiar music and famous artists, plus brief, yet complete AP and UP news reports every hour. WLIB's programs are distinctly different from the daytime soap-operas, women's programs, "jazz, jive and swing," sports results, talks, and the deep-serious music heard on contemporary stations. We broadcast the "popular classics with a blend of the modern"—familiar light classic and classic melody, opera, operetta, musical comedy and motion picture tunes, soft-sweet ballads of today and yesterday, Gypsy music, choral groups, Gilbert and Sullivan and Latin-American rhythms.

By catering consistently to this preference, WLIB has created a market all of its own . . . a market not served consistently by any of its contemporaries and thus not duplicated.

**Program Booklet Available*

WLIB
"THE VOICE OF LIBERTY"
Clear Channel - 1190 on your dial
RKO BUILDING - RADIO CITY - NEW YORK

General Electric Survey and Booklet Attempts to Find Postwar Set Demand

GENERAL ELECTRIC Co., Schenectady, through its six times weekly ten-minute news program *The World Today* on CBS and through all GE radio set space advertising is offering a booklet containing forecasts of postwar home radio and television equipment from the standpoint of performance and appearance.

"Your Coming Radio . . . as forecast by General Electric" is the title of the booklet, which contains 28 pages of colored illustrations, line drawing and photography with explanatory text, on FM sets, the radio-phonograph, self-charging portable, radio parts, telecasting and television equipment.

Included is a self-addressed mailing card on which one is asked to check ownership and postwar buying plans for various types of sets. Name and address are requested so that the local GE dealer may mail out an invitation to a preview of the coming GE radios as soon as they are available.

In depicting various cabinet designs, the booklet refers to a recent survey by GE of 240,000 families on "what America wants in a new radio and a new radio-phonograph." Results of the survey, it is said, "is helping General Electric to build the quality instrument you want to own."

Booklet was prepared by Maxon Inc., New York, agency in charge of GE electronics advertising."

Response to the radio offer, which has been running for the past month and will continue indefinitely, compares favorably with results obtained from offers in the other media, it was learned. First printing of 150,000 is running out, and another is in preparation.

FOUR TOP MARKETS!

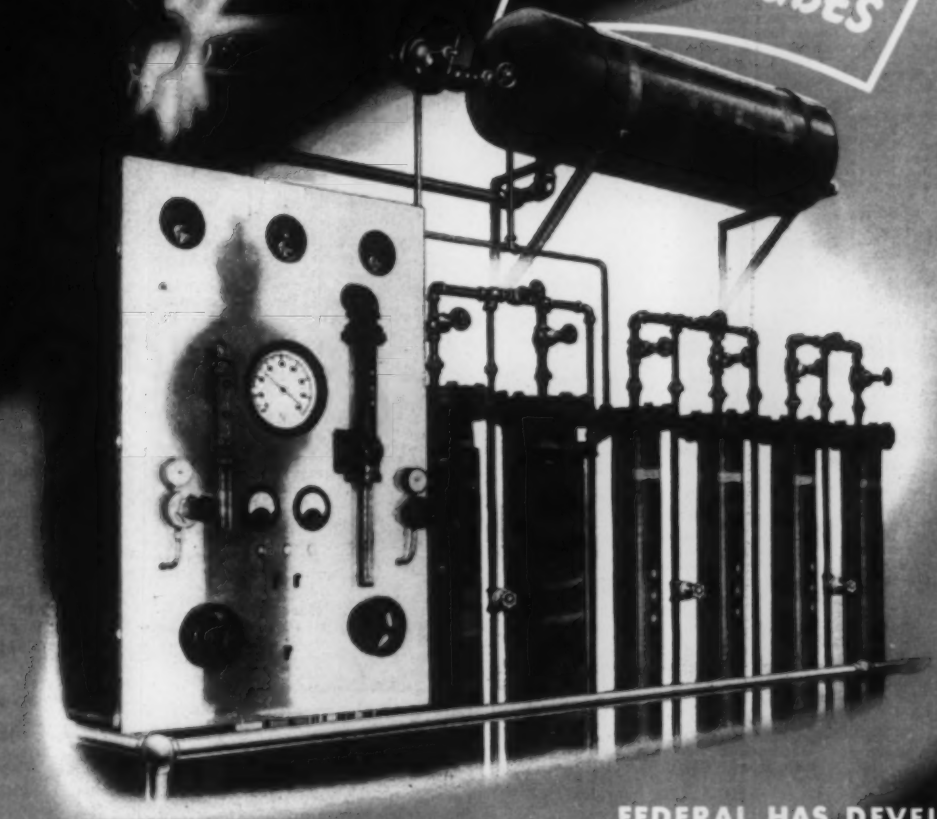
- Kentucky's Central — WLAP *Lexington, Ky.*
- Amarillo — KFDA *Amarillo, Tex.*
- The Tri-State — WCMI *Ashland, Ky.-Huntington, W. Va.*
- Knoxville — WBIR *Knoxville, Tenn.*

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn

XUM

NO OXIDATION
NO CONTAMINATION
NO MOISTURE . . .

3 MORE REASONS WHY
FEDERAL MAKES
BETTER TUBES



FEDERAL HAS DEVELOPED THE FIRST NITROGEN PURIFIER

Intelin Ultra High Frequency Coaxial Cable, developed and manufactured by Federal, has extreme ruggedness and meets all specifications with precision, accuracy, uniformity and dependability.

No oxidation, no contamination, no moisture!

Another Federal First adds extra performance guarantees to FTR vacuum tubes.

In a corner of the new FTR tube plant is this automatic nitrogen purifier. During the process of sealing the anode to the stem, the elements of every FTR tube are now protected from oxidation, contamination and moisture in a scientifically controlled atmosphere of automatically mixed nitrogen and hydrogen.

Here is another reason why you get higher operating efficiency and still longer life when you use FTR tubes. Another evidence of the ability, brains and *technical understanding* which have earned the reputation that "Federal always *has* made better tubes."

Now is the time to know Federal.

Federal Telephone and Radio Corporation

Newark 1, N. J.

AN IT&T ASSOCIATE

INVEST IN THE FUTURE — BUY WAR BONDS

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KYW Philadelphia

Longines Wittnauer Watch Co., New York *t* weekly, thru Arthur Rosenberg, N. Y.
P. Duff & Sons, Pittsburgh, (Duff's Mixes), 3 *sa* weekly, 13 weeks, thru W. Earl Bothwell, Pittsburgh, Pa.
Miniwax Co., New York (liquid floor wax), *sa* weekly, thru R. T. Connell, N. Y.
American Oil Co., Baltimore, *ne* weekly, 52 weeks, thru Joseph Katz, Baltimore.
Campbell Soup Co., Camden, N. J. (beef noodle soup), 2 *sa* weekly, thru Foote, Cone & Belding, N. Y.
Barr's Jewelers, Philadelphia, 4 *sa* weekly, 26 weeks, thru Edward Prager, Baltimore.
Beech-Nut Packing Co., Canajoharie, N. Y. (chewing gum), 2 *sa* weekly, 13 weeks, thru Newell-Emmet, N. Y.
Bell Telephone Co. of Pa., Philadelphia, 7 *sa* weekly, for 13 weeks, thru gray & Rogers, Philadelphia.
Dan's Cancellat on Shoe Stores, Philadelphia (shoe store chain), 2 *sa* weekly, for 13 weeks, thru Dan Rivkin, Philadelphia.
Foster-Milburn Co., Buffalo (Doan's pills), 5 *sa* weekly, for 52 weeks, thru Street & Finney, N. Y.

KNX Hollywood

Milani Food Products Co., Los Angeles (1890 French dressing), 5 *sp* weekly, 13 weeks, thru Garfield & Guild Adv., Los Angeles.
Crown Products Inc., Los Angeles (jams, jellies), 6 *sp* weekly, 52 weeks, thru Hillman-Shane-Breyer, Los Angeles.
20th Century-Fox Film Corp., Los Angeles (films), *sa* 52 weeks, thru Western Adv. Agency, Los Angeles.
Mentholatum Co., Wilmington, Del., 3 *sa* weekly, 39 weeks, thru J. Walter Thompson Co., N. Y.
Bozeman Canning Co., Mt. Vernon, Wash. (Pictsweet frozen foods), 6 *sp* weekly, 52 weeks, thru Ruthrauff & Ryan, Seattle.

WPDQ Jacksonville, Fla.

William Wrigley Jr. Co., Chicago, 10 *ta* weekly, thru Ruthrauff & Ryan, Chicago.
P. Duff & Sons, Pittsburgh (cakes), 5 *sa* weekly, thru W. Earl Bothwell Adv., Pittsburgh.
Republic Pictures, New York, *ta* series thru Donahue & Coe, N. Y.
National Oats Co., Cedar Rapids, Ia., 5 *ta* weekly, thru Cole & Co., Memphis.

WPTF Raleigh, N. C.

Strictman Biscuit Co., Cincinnati (crackers), 3 *t* weekly, 52 weeks, thru Bert Johnston & Co., Cincinnati.
Rit Products, Chicago (dyes), 15 *sa* weekly, thru Earle Ludgin & Co., Chicago.
Allied Mills, Ft. Wayne (feeds), 2 *t* weekly, 52 weeks, thru Louis E. Wade, Ft. Wayne.
Pillsbury Flour Mills Co., Minneapolis (self-rising flour), 10 *sa* weekly, 52 weeks, thru McCann-Erickson, N. Y.
Grove Labs., St. Louis, (chill tonic), 5 *t* weekly, 52 weeks, thru Russel M. Seeds Co., Chicago.

WEAF New York

Burnham & Morrill Co., Portland, Me. (baked beans) *sa*, 52 weeks, thru Charles W. Hoyt Co., N. Y.
Griffin Mfg. Co., Brooklyn (shoe polish), *sa*, thru Bermingham, Castleman & Pierce, N. Y.
Raytheon Mfg. Co. (radio tubes), 2 *ne* weekly, 26 weeks, thru Hirshon-Garfield, N. Y.
Beech-Nut Packing Co., Canajoharie, N. Y. (gum, coffee), 3 *ne* weekly, 39 weeks, thru Newell-Emmett Co., N. Y.
20th Century-Fox Film Corp., New York, *ne* weekly, 13 weeks, thru Kayton-Spiero, N. Y.
Ward Baking Co., New York (Tip Top Bread), 5 *sa* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.
C. F. Mueller & Co., Jersey City (macaroni), 3 *ne* weekly, 52 weeks, thru Duane Jones Co., N. Y.
Herman Basch & Co., New York (Hammer Brand Process Furs), 2 *sa* weekly, 13 weeks, thru Kelly-Nason, N. Y.

KFI Los Angeles

Bullock's, Los Angeles (cosmetics), *ne* weekly, 8 weeks, thru Dana Jones Co., Los Angeles.
Milani Food Products Co., Los Angeles (1890 French dressing), 3 *sp* weekly, 13 weeks, thru Garfield & Guild Adv., Los Angeles.

WINN Louisville, Ky.

Foster-Milburn Co., Buffalo (Ice Mint), *sa* thru Spot Broadcasting, N. Y.
Lever Bros., Cambridge, Mass. (Lifebuoy), 55 *sa* thru Ruthrauff & Ryan, N. Y.

WHN New York

Electronics Corp. of America, New York (institutional), 5 *ne* weekly, 52 weeks, thru Shappe-Wilkes Inc., N. Y.

KECA Los Angeles

Pep Boys of Cal., Los Angeles (auto supplies), 5 *sp* weekly, 52 weeks, thru Milton Weinberg Adv. Co., Los Angeles.

KMTR Hollywood

William Wrigley Jr. Co., Chicago (gum), 30 *ta* weekly, thru Ruthrauff & Ryan, Chicago.
G. Washington Coffee Refining Co., Morris Plains, N. J., 70 *ta* weekly, thru Ruthrauff & Ryan, Chicago.
Lever Bros., Cambridge, Mass. (Lifebuoy soap), 70 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Willard Tablet Co., Chicago (proprietary), 6 *sp* weekly, 52 weeks, thru First United Broadcasters, Chicago.
Kenmore Publishing Co., New York (books), 6 *sp* weekly, thru Weiss & Geller, N. Y.
Endura Cosmetics Co., Los Angeles (cosmetics), 5 *sp* weekly, thru Harry J. Wendland Agency, Los Angeles.
Gospel Broadcasting Corp., Los Angeles (religious), weekly *sp*, 52 weeks, thru R. H. Alber Co., Los Angeles.
Carter Products, New York (Superin), 5 *ta* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.
Southern Pacific Co., San Francisco, 5 *ta* weekly, 26 weeks, thru Foote, Cone & Belding, San Francisco.
Block Drug Co., New York (Golden Medal capsules), 5 *ta* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.
McKesson & Robbins, Bridgeport, Conn. (Bax), 5 *ta* weekly, thru Ivey & Ellington, Philadelphia.

WHO Des Moines

Allied Mills, Ft. Wayne (feeds), 2 *t* weekly, 52 weeks, thru Louis E. Wade Inc., Ft. Wayne.
Carter Products, New York (Carters Little Liver Pills), 8 *sa* weekly, 52 weeks, thru Ted Bates Inc., N. Y.
Campbell Cereal Co., Minneapolis (Malto-O-Meal), *sp* weekly, 26 weeks, thru Campbell-Mithun, Minneapolis.
Funk Bros. Seed Co., Bloomington, Ill. (hybrid corn), *t* weekly, 52 weeks, thru E. H. Brown Adv. Agency, Chicago.
Kellogg Co., Battle Creek, Mich. (Raisin Bran, Bran Flakes), 12 *ta* weekly, thru Kenyon & Eckhardt, N. Y.

KFAC Los Angeles

Milani Food Products Co., Los Angeles (1890 French dressing), weekly *sp*, 13 weeks, thru Garfield & Guild Adv., Los Angeles.

Heads Normandy Newsmen

HERBERT CLARK, Blue Network foreign correspondent, has been named to represent radio newsmen on the "Beachhead Correspondents' Committee" set up to deal with problems of the press, according to an AP dispatch, dated July 8, "With the American Army in France".

Ruthrauff & Ryan Does Rinso Television Film

A TELEVISION film based on the radio commercial approach has been prepared by Ruthrauff & Ryan, New York, for Rinso, a Lever Bros. product. Lee Cooley, television director of the agency, last week returned from the West Coast where he had made a television survey and also assisted in the completion of the film which was produced by Telecom Co., a Hollywood film studio. The film consists of a short time device and commercials for Rinso.

R&R present plans call for continuation of experiments with both live and film telecasts. At present, the video station used by Lever Bros. is WABD, DuMont station in New York. Mr. Cooley will shortly make a trip to Chicago and Schenectady to discuss program plans under consideration for those stations.

Hoosiers Pickup WCBW

INDIANA TELEVISION Labs, Indianapolis, has notified the CBS video station, WCBW New York, that *Opinions on Trial*, a WCBW feature, was being received clearly by the Indianapolis firm which a few weeks earlier announced reception of programs from WNBT, NBC television station in New York [BROADCASTING, July 3]. Robert Serrell, CBS television engineer, explained that "the propagation of television waves between 30 and 80 megacycles is affected by sunspots, because these sunspots influence the height of the heaviside layer from which a television wave may be refracted back to earth. We are now in a period where sunspot activity is increasing. We may therefore expect more frequent occurence of long-distance video reception."

Groucho Released

WITH GROUCHO MARX released from contract as star of CBS *Blue Ribbon Town* by Pabst Sales Co. (beer), current summer replacement show featuring Kenny Baker, tenor, and Robert Armbruster's orchestra will continue through to Jan. 6. Then Danny Kaye, film and stage comedian, takes over as m.c. and star under new format. Provision in Marx' contract giving him supervision over production of summer series still stands. It is being carried out by his brother Gummo in absence of Groucho, now on a military hospital tour. Groucho has several radio deals pending for fall, and it is expected that Phil Rapp, writer-producer, will go with him rather than to the new Danny Kaye program as originally announced.

Burlington Radio

CHICAGO, BURLINGTON & Quincy Railroad, started an experimental run from Chicago to Denver of a 100 to 125 freight train equipped with locomotive cab-to-caboose radio-telephone communication to measure possible savings in running time on a 1,000-mile haul. Preliminary experiments have shown that radio communication makes possible savings of 15 to 30 minutes in running time over an operating division of 100 miles, the company announced. The present test will indicate whether similar savings are possible on a 1,000 mile haul.

Birthday Greetings

to

SERGE KOUSSEVITZKY

a master conductor of a peerless symphony

Serge Koussevitzky is conducting this year's Musical Festival at Tanglewood — July 29-30 and August 5-6.

This festival offers Koussevitzky suitable occasion for the observance of his seventieth birthday on July 26.

We of the Blue Network therefore wish to extend birthday greetings to him. And in doing so, we take pride in the fact that since December, 1942, the peerless Boston Symphony, under his direction, has been heard by millions of Americans, over the facilities of this network on Saturdays at 8:30 PM EWT.

At this same time, we offer an appreciative bow to the Allis-Chalmers Manufacturing Company, sponsors of the Boston Symphony over the Blue, who have made it possible for the finest music to be heard by all of America.

The Blue Network

AMERICAN BROADCASTING SYSTEM, INC.

WJR to Continue AP-PA Wire Services Despite Run-In With Detroit Paper

INDICATIONS that WJR Detroit would not carry out its intention of canceling its AP radio wire, as announced last Monday by Leo J. Fitzpatrick, vice-president and general manager of the station, was given by Mr. Fitzpatrick later in the week in a follow-up statement which said as soon as Press Assn. completes its plan to enlarge its local bureau to gather special news "WJR will undoubtedly continue with PA."

Cancelation had been promised on the refusal of the *Detroit Free Press* to allow the news gathered by its staff and supplied by it to Associated Press to be put on the radio wire for use by Detroit stations. As an AP member paper, the *Free Press* makes its news available to AP, but it reportedly balked at hearing the news on the air in its own city hours before its papers with this same news were on the street.

Station reported that it discovered this state of affairs only when a telegraph technician began installing cut-out switches in the WJR newsroom which, the station said it was informed, would allow PA to send *Free Press* news to stations outside the Detroit area while cutting out WJR.

Oliver Gramling, assistant general manager of PA, issued the following statement:

While we were in the midst of enlarging our Detroit bureau, WJR questioned the installation of a mechanical arrangement on a wire owned by the newspapers. We planned the enlargement because one of PA's potential sources of news had balked. It was a source on which we had never depended to any extent, but we were going ahead with plans for enlargement anyway because our business is to deliver to radio the best possible report.

In questioning this one minor change that had nothing to do with the special AP radio wire, WJR thoughtfully feared that the move would mean loss of some copy. As soon as we explained our plans to WJR, there no longer was any question as to what was involved, there was nothing else to it and now that what we were doing is understood, everybody is happy. Our enlarged Detroit bureau will assure better coverage than ever.

Mr. Gramling added that the men who are being added to the Detroit PA staff are in addition to the AP Detroit organization, which also covers local news. Since most local news happens in the daytime and since the *Free Press* is a morning paper, AP has not depended on it for local news coverage as much as on the *Detroit News*, also an AP member paper, which has not restricted the use of its news by AP. The *News* owns and operates WWJ Detroit. WJBK and WJLB, which with WJR are the Detroit clients of PA, did not follow WJR's action in canceling this service, Mr. Gramling said.

FIRST SLICES of WISN Milwaukee's 22d Birthday Party cake go to Mrs. Gaston W. Grignon, (left), wife of the general manager of WISN, and Mrs. Woods Dreyfus, wife of the station's production manager. Their respective husbands serve the ladies at the party held at the Schlitz Brown Bottle in Milwaukee. Mr. Grignon has been with WISN since its start in 1922.

NOTABLES TO SPEAK AT SAFETY MEETING

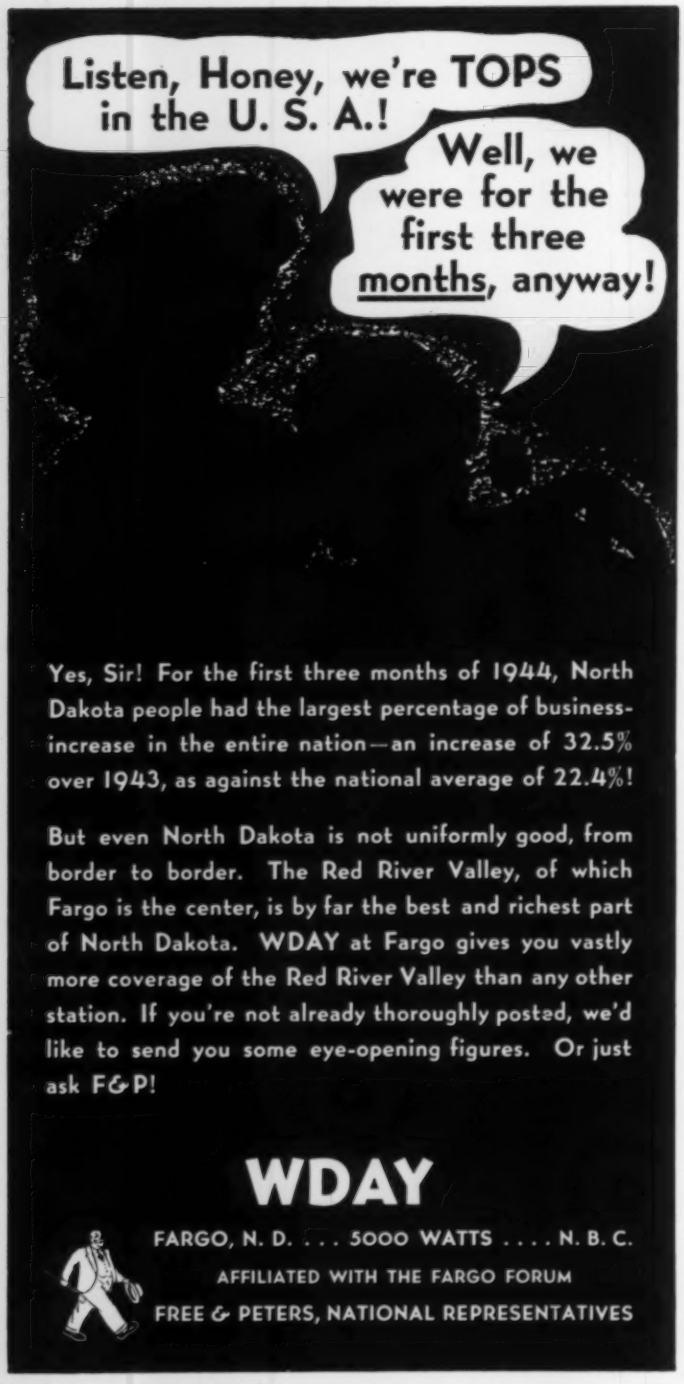
LISTED among the speakers to address the New York State conference July 27 on Radio in Safety Education at the Hotel Roosevelt in New York [BROADCASTING, July 17], are Dr. Sterling Fisher, assistant public service counselor, NBC, Dr. Forrest Long, director, National Safety Council, Chicago, Maj. Glenn S. Reeves, Security and Intelligence Division, Second Service Command, Army Service Forces, G. Emerson Markham, WGY Schenectady, Professor Paul F. Lazarsfeld, director, office of radio research, Columbia U.

Also Dan Thompson, chief of radio section, public information division, National Safety Council, William A. Fay, Stromberg-Carlson, vice-president in charge of broadcasting, John McNeil, manager, WJZ New York, Walt Dennis, public relations and special events director, WHN New York, Harold E. Smith, general manager, WOKO and WABY, Albany, George Slade, WBZ-WBZA Boston and Springfield, Mass., Elizabeth Odames, WIBX Utica.

Other speakers will include M. S. Novik, director, WNYC, New York's municipal station, Ralph N. Weil, general manager, WOV New York, J. E. Mason, president, WJTN Jamestown, and Dorothy Lewis, NAB director of listener activities.

J. Harold Ryan, NAB president, will be the principal speaker at the dinner, with Dr. Edward S. Godfrey Jr., State Commissioner of Health, Albany, presiding.

Conference is being called by the New York State Department of Health in cooperation wth the National Safety Council.



Yes, Sir! For the first three months of 1944, North Dakota people had the largest percentage of business-increase in the entire nation—an increase of 32.5% over 1943, as against the national average of 22.4%!

But even North Dakota is not uniformly good, from border to border. The Red River Valley, of which Fargo is the center, is by far the best and richest part of North Dakota. WDAY at Fargo gives you vastly more coverage of the Red River Valley than any other station. If you're not already thoroughly posted, we'd like to send you some eye-opening figures. Or just ask F&P!

WDAY

FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.

AFFILIATED WITH THE FARGO FORUM

FREE & PETERS, NATIONAL REPRESENTATIVES

TOMORROW will be the day of FM and LINGO

•Our past developments and present day experience with FM Antennas will provide greater efficiency in design and performance to meet the exacting standards of this important field.

We're "all out" for Victory, but our engineers are ready to work with you on post-war plans.

JOHN E. LINGO & SON, Inc.
CAMDEN, NEW JERSEY

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

Battle Talk

is our business!

Every move our fighters make on land, at sea or in the air is based on communications. Men depend not only for their orders but for their very lives on radio and telephone and many other communications devices. In every battle, on every front including the home front, you'll find apparatus made by Western Electric—the nation's largest producer of electronic and communications equipment for war.

Buy all the War Bonds you can—and keep all the War Bonds you buy!

75TH ANNIVERSARY

Western Electric

ARSENAL OF COMMUNICATIONS EQUIPMENT

Conference Called On Communication

Meeting of Industry Set for Aug. 11-12 in Washington

POSTWAR radio allocations as well as other phases of international radio regulations, will be discussed at a meeting of representatives of all telecommunications' industries and interested government agencies to be held in Washington, Aug. 11-12 at the Inter-Departmental Auditorium, according to Francis C. deWolf, chief of the State Department's telecommunications division.

Meeting, to which more than 500 persons in industry are being invited, will attempt to obtain views from the industry in regard to postwar communications problems in preparation for an Inter-American conference on telecommunications called by the Government of Brazil for sometime after the first of the year.

Brazil Calls Meeting

Brazil was scheduled to have held the Third American Radio Conference in 1943, but war-time conditions interferred. While the Washington conference early in August will consider all telecommunications problems as they affect the Western Hemisphere, those present will be mindful of the world conference to be held at some suitable time after the war. The government-industry conference will consider revisions of the international radio regulations as drafted at the 1938 Cairo Telecommunications Conference. The technical subcommittee for the August meeting is headed by Dr. J. H. Dellinger, chief of the radio division of the Bureau of Standards, and is composed of Col. Wesley T. Guest of the Signal Corps; Comdr. Paul Miles, USN; Lloyd Simson of Civil Aeronautics Authority; Harvey Otterman, assistant chief of the State Department's telecommunications division; Philip Siling, FCC assistant chief engineer in charge of broadcasting; and Capt. E. M. Webster, chief of Coast Guard communications.

P&G Vallee Spot Named

PROCTER & GAMBLE Co., Cincinnati, has decided on the Saturday 8-8:30 p.m. period on NBC for Rudy Vallee's program, which starts Sept. 9. Spot will be vacated the preceding week by *Abie's Irish Rose*, which is being discontinued by P&G for Drene. Announcement of a new sponsor for the latter program is expected this week. Drene, which will be promoted on the Vallee show, as yet untitled and with format and supporting talent still to be named, is handled by H. W. Kastor & Sons, Chicago.

Col. Mitchell to RCA

LT. COL. T. H. MITCHELL has been released from his post as Chief of the Traffic Operational Engineering Branch of the Army Signal Corps Communications Service to become vice-president and general manager of RCA Communications, effective today (July 24). Col. Mitchell succeeds William A. Winterbottom who died July 2 after a career of 42 years in radio and international communications. Prior to joining the Signal Corps in 1942, Col. Mitchell was in charge of RCAC operations in southern California.

Magazine Plans

TRIANGLE PUBLICATIONS Inc., New York, publisher of Guide magazines, last week announced it would promote circulation of a new magazine *"Seventeen"* through spot announcements in leading cities as well as in Sunday rotogravure sections, magazines and high school publications. Details of the radio schedule are expected to be set in a week or ten days. Agency is Al Paul Lefton Co., New York, and Philadelphia.

Patent Award to Freeland

A THIRD patent award for television broadcasting improvements has been given by Westinghouse Electric & Mfg. Co. to Fred Freeland, production manager of WOWO-WGL Ft. Wayne, Indiana, whose ways of improving television broadcasting has won two previous awards. Mr. Freeland has been active in radio for 14 years as announcer, sound expert and program director.

LT. COL. BOYD BULLOCK, having left the Army, has rejoined General Electric Co. as advertising manager of the appliance and merchandise department, Bridgeport, Conn., a post he held before entering the service as a major in February, 1942.

Radio Sets First On List of Repairs

OCR Survey Shows 85% Now Are in Working Order

RADIOS stand out as the item most in need of repair, according to a review of the repair status, age and quantity in domestic use of 23 household appliances made by the Office of Civilian Requirements of WPB at the end of last week. The data were compiled from findings of the third survey of consumer requirements made during April for the OCR by enumerators of the Bureau of the Census [BROADCASTING June 5]. Results are based on replies from about 4,500 households, geographically and economically representative of the nation as a whole.

Among radio households, 8% have none in working order. The extent of need for service and repairs again shows a range of from 1% for electric water heaters to 28% for radios.

In estimated number in households, radios lead the list with more than 46,000,000 in homes of the country. Owners report that 85% of these radios are in working order, but 28% of the households state that they have needed some sort of repairs since Jan. 1. More than half reported they had no difficulty in obtaining repairs. Only 8% of households owning one or more radios say they have none in working order; over 50% of the domestic radios in current use are five or more years old.

Estimated number of radios in households (excluding auto) was 46,275,528. Of these 1% are less than one year old, 3.6% are one year old; 11.8% two years old; 16.8% three years; 15.2% four years and 52% five years old or more.

WHLN Shift

WHLN Harlan, Ky., which has been granted a construction permit to shift frequency from 1450 kc to 1230 kc, is now operating with a new 340 ft. half-wave vertical radiator antenna.

YOU WON'T GET RICH ON RELIEF (Ky.)!

Don't count on Relief (Ky.) to take care of you in your old age. It just ain't got the capital. Safe thing to do is look out for yourself—in the Louisville Trading Area where the *big* money is. Forty-seven percent of Kentucky's population . . . fifty-seven percent of its buying power . . . *there's* your daily bread! Come and get it . . . the servings are *big* at WAVE!

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

5000 WATTS • DAY AND NIGHT

WJW 850

The Blue horizon in Northeastern Ohio, for advertisers with vision.

BASIC BLUE FOR CLEVELAND

Represented Nationally by HEADLEY-REED CO.

FCC POWER CITED IN WMCA INCIDENT

EMPHASIZING that the FCC's authority over programs is limited to "an overall review" based on long-range operations, FCC Chairman James Lawrence Fly last Thursday suggested to executives of the Catholic War Veterans that they file a petition with the FCC for review of program policies of WMCA, New York.

Chairman Fly's letter was in reply to a telegram on July 15 from the Catholic Veterans in which the request was made that the Commission hold public hearings concerning the alleged censoring by the New York station of part of the text of a speech which State Sen. Frederick R. Coudert proposed to deliver July 7 [BROADCASTING, July 17].

Chairman Fly's letter to Mr. McCaffrey and three past Commanders of the Catholic War Veterans (an identical letter was sent to Frank J. Maley, New York State Commander of the Catholic War Veterans) follows:

This will acknowledge your telegram of July 15, 1944, in which you urge the Commission to hold public hearings concerning the censoring by Station WMCA of part of the text of a speech which Senator Frederick Coudert of New York proposed to deliver on Friday, July 7, 1944.

The Commission has no rule or policy which would require the broadcaster to accept or to reject the type of material mentioned by you in any particular program. The authority of the Commission in this general regard is limited to an overall review of the conduct of the station in terms of its long range operation in the public interest. It is possible that you feel the station to have been operated generally in a manner contrary to the public interest. If this be true, the Commission would suggest that you file a petition asking for this tppe of review.

It is assumed that in that petition you will review the incident in question and that you will set forth as specifically as may be the facts which indicate to you that there has been a general run of anti-Catholic remarks over this station, and that no one has been given the opportunity to answer these critical remarks. It would be well that you inform the Commission of the programs and dates to which you refer and point out the instances to which the station denied the time to reply or to give an opposite point of view.

General Foods Shifts

GENERAL FOODS Corp., New York, as part of its fall program realignment, on Oct. 8 shifts *Those We Love* on NBC from Thursday, 8-8:30 p.m. to Sunday, 2-2:30 p.m. on the same network, continuing for Grapenut flakes. Program in the new time after a six-week hiatus, which begins Aug. 24. Agency is Young & Rubicam.

Tintex to Double

TINTEX Co., New York, shortly after Labor Day will expand its spot campaign for dyes and tints to virtually double its present station list. Firm plans to use several hundred stations in all, provided availabilities can be found, buying nearly everything from one-minute spots to quarter-hour programs, with emphasis on established shows with a local following. Agency is Charles M. Storm.

ADVERTISING Federation of America has released an award book containing regional and national winners in the 1944 Better Copy Contest of the Public Utilities Advertising Assn. Radio advertising is included among the entries. Copies may be obtained from Natl. Contest Chairman Chas. J. Allen, Conn. Light & Power Co., 250 Freight St., Waterbury 91, Conn.

Network Accounts

All time Eastern Wartime unless indicated

New Business

SERUTAN Co., Jersey City, (Serutan) on July 23 started Don Gardiner in *Monday Morning Headlines*, on 170 Blue Stations, Sun., 7:15-7:30. Agency: Raymond Spector Co., N. Y.

GENERAL FOODS Ltd., Toronto, on Aug. 31 starts *Frank Morgan* on 27 CBS Dominion network stations, Thurs. 8-8:30 p.m. Agency: Baker Adv., Toronto.

ARROWHEAD & PURITAS Waters Inc., Los Angeles (bottled water), on July 4, for 26 weeks started, *Think Hard Now!*, on 7 Don Lee Southern California stations, Tues., Thurs., 1-1:15 p.m. (PWT). Agency: The McCarty Co., Los Angeles.

HUNT BROS. PACKING Co., Los Angeles (canned food products), on July 31 for 52 weeks starts Boake Carter on 36 Don Lee Pacific stations, Mon., Wed., Fri., 9-9:15 a.m. (PWT). Agency: Garfield & Guild, Los Angeles.

Renewal Accounts

P. LORILLARD Co., New York (Old Gold cigarettes) on July 16 for 52 weeks renewed *Old Gold Variety Show* on 127 NBC stations, Sun., 12:30-1 p.m. Agency: J. Walter Thompson Co., N. Y.

PRINCE MATCHABELLI Inc., New York (perfumes, cosmetics), on July 16 for 13 weeks renewed *Stradavari Orchestra* on 43 NBC stations, Sun., 12:30-1 p.m. Agency: Morse International Inc., N. Y.

STERLING DRUG, New York (Bayer Aspirin), on July 18 renews *American Melody Hour* on 120 CBS stations, Tues., 7:30-8 p.m. Agency: Dancer-Fitzgerald-Sample, N. Y.

GOODYEAR Tire & Rubber Co., Akron (institutional), on Aug. 12 for 13 weeks renews *Melody Roundup* on 57 NBC stations, Sat. 11-11:30 a.m. (EWT). Agency: N. W. Ayer & Son, N. Y.

CORN PRODUCTS Refining Co., New York (all products), on July 28 for 52 weeks renews *Stage Door Canteen* on 53 CBS stations, Fri., 10:30-11 p.m. Agency: C. L. Miller Co., N. Y.

Network Changes

BIBLE INSTITUTE of the Air, Los Angeles (religious), on July 17 expanded Dr. Louis Talbot on 10 ABC Pacific stations to 12 ABC Pacific stations, Mon., Wed., Fri., 8-8:30 a.m. (PWT). Agency: Smith & Bull, Los Angeles.

HELBROS WATCH Co., New York, on July 16 replaced *Pick and Pat Time* with *Quick As a Flash* on 30 MBS stations Tues., 8:30-9 p.m. to be expanded to 116 MBS stations, Sept. 10. Agent: William H. Weintraub & Co., New York.

PLANTERS Nut & Chocolate Co., San Francisco (peanut oil, salted peanuts) on July 26 shifts *Adventures of Bill Lawce* on 8 CBS Pacific stations, from Sun., 9:30-10 p.m. (PWT) to Wed., 9:30-10 p.m. (PWT). Agency: Erwin Wasey & Co., San Francisco.

SCHENLEY Distillers Corp., New York (penicillin, institutional), on Aug. 29 discontinues *The Doctor Fights* on 73 CBS Tues., 9:30-10 p.m. and on Sept. 5 the Cresta Blanca Wine Co. (Schenley Subsidiary) (Cresta Blanca Wine) starts *This Is My Best* on 73 CBS stations, Tues., 9:30-10 p.m. Agencies: BBDO New York (Cresta Blanca Wine); Biow Co., New York (Penicillin).

GOODYEAR TIRE & RUBBER Co., Akron (institutional) on July 25 discontinues *The Star and the Story* on 131 CBS stations, Sun., 8-8:30 p.m. Agency: Young & Rubicam, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Drene), on Sept. 2 discontinues *Abie's Irish Rose* on 44 NBC stations, Sat., 8-8:30 p.m. (repeat 11:30 p.m., 10 NBC stations). Agency: H. W. Kastor & Sons, Chicago.

Gen. Mills Buys Series

GENERAL MILLS, Minneapolis, sponsor of *Light of the World* for Kitchen Tested flour on CBS Monday through Friday, 10:15-10:30 a.m., has purchased the program from Transamerican Broadcasting & Television Corp., New York. Program will now be produced by Dancer-Fitzgerald-Sample, Chicago, agency handling the account.

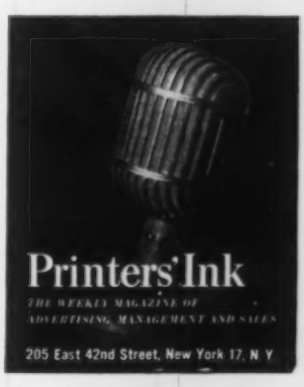
Can you answer these Radio Management QUESTIONS?

Have radio's new advertisers been really sold? How do they think when they prepare to buy? How does promotion affect them, what kind do they want? How do they feel about television?... About network option contracts?... About surveys?

For several weeks Printers' Ink has been releasing the opinions on subjects like these given to its field worker by advertisers and agency executives. Here for the first time, is a reporting of the unbiased, uninhibited, off-the-record kind of talk you have always wanted to lay your hands on. Here are the opinions of your accounts and prospects on the way you do business.

These bulletins are offered free of charge — no strings attached. They were prepared in an effort to give radio people a first-hand view of the thinking of their advertisers and prospects. In them, we hope you may find an opportunity to increase the effectiveness of station or network promotion in whatever medium you prefer. All you need do to receive the Printers' Ink Radio Bulletins is to ask for them. Just drop us a note.

The material contained in the Printers' Ink Radio Bulletins is highly controversial and occasionally inflammatory so we must restrict its distribution to those who are actually in the broadcasting business and who make their requests on company letterheads. We are extremely sorry, but no other requests can be filled.



The Texas Rangers

Now Back Again On

WMC

Memphis, Tenn.

Selling
General Merchandise

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION

FCC SHOWS 600 MEN ON AVAILABLE LIST

IN the third report on its manpower survey issued last week, the FCC listed the names of 600 holders of first- and second-class radiotelephone licenses who have indicated their availability for employment in the communications industry. Survey, started by the FCC last summer, has been intensified in recent months in response to reports from the industry of an increasing scarcity of radio operators and technicians.

The list shows the draft status of each man, present employent and class of license held. Names of license holders are grouped according to state of residence. The NAB has cooperated by furnishing clerical assistance in addressing the postal questionnaires. All persons using the list are cautioned that the Commission does not certify as to the experience or availability of any person listed, but merely sets forth the information as received.

In addition to making the list of engineers available, the FCC authorized a postcard survey at the War Shipping Administration's request of first and second-class radiotelegraph operators to learn how many of the 21,000 licensed operators are available for service in the Merchant Marine. At the same time the Commission, complying with a request of the NAB, approved continuance of its manpower canvass of first and second-class operators.

IN COMMEMORATION OF D-Day, the staff of KMO Tacoma, Wash. went "all out" in their 100% participation in the purchase of War Bonds. Seated (l to r) are: J. D. Kolesar, chief engineer; Gail Clark, women's editor; Ruby Richardson, continuity; Fern Almuist, bookkeeper; Marian Benum, receptionist; Clementine Wacula, secretary; Maxine Davis, bookkeeper, Paul Benton, auditor. Standing, in the usual order, are: Don Bennett, engineer; Murray Boggs, announcer; Jerry Geehan, sales manager; James A. Murphy, manager; Verne Sawyer, program director; Seymour Spring, national sales manager; Bill Rhodes, announcer; Jack Clark, traffic; Arnold Benum, announcer; Max Bice, engineer; and Ray McKenzie, salesman. All display the Bonds they bought to aid the drive.

in the CONTROL ROOM

MORTON THOMASSON, former member of the engineering staff of WSM Nashville, Tenn., is now a civilian technician with the Navy at a local air base near Philadelphia.

ELAINE LYON is a new member of the control room staff of WBIG Greensboro, N. C.

WALTER STONGER, control room chief of WFBL Syracuse, N. Y., is the father of a girl.

DAVID ABBOTT, engineer of WBIG Greensboro, N. C., is the father of a girl.

CARL G. DIETSCH, NBC engineer who supervised design and construction of the net's shortwave facilities at Bound Brook, N. Y., is in San Francisco to supervise the construction of the shortwave plant at Dixon, Cal., which NBC is building for and in collaboration with OWI.

JAMES DOWNS, formerly with WLOK Lima, O., has joined the Blue Network central division as studio field engineer.

FREDERICK SHIDEL, NBC engineer on leave with the Army and attached to supreme headquarters of the Allied Expeditionary Force in Great Britain, has been promoted to lieutenant-colonel.

JACK MACKAY, engineer of WCFL Chicago, is the father of a girl.

JOHN W. HORNE has been named manager of Graybar Electric Co.'s Savannah House.

GENE LYONS, member of the WKY Oklahoma City engineering staff, is the father of a boy.

FRANCES (Tommy) BOWMAN has joined the control room staff of WINX Washington, bringing the total of feminine operators there to four.

M. C. BRACHHAUSEN, a member of the NBC sound effects staff for seven years, joined the Blue network July 17 to put in motion plans to organize a separate sound effects department for the Blue, which now rents NBC sound effects equipment and service.

STANLEY OLSON and Dick Hanson are new additions to the engineering staff of WOWO Fort Wayne, Ind.

GEORGE J. COSSMAN has been elected a director of Graybar Electric Co. and E. W. Shepard has been made a member of the executive committee.

ROLAND GRAY, engineer at WCAE Pittsburgh, is the father of a boy.

CHARLES ANDREWS, new to radio, has joined the engineering staff of WPEN Philadelphia.

YOU'RE NEVER STYMIED IN ROANOKE!

Whenever one or two or three good competitive radio programs get between you and a big percentage of your total potential audience—what does it profit you, *then*, to use a big-city station, if a smaller regional station somewhere else can give you a larger *actual* audience?

That's *our* story. WDBJ can offer you a larger actual audience than many a 50,000-watter, because here in Southwest Virginia, there is no other station that even reaches the whole market! And the cost is based on what we actually deliver—118,921 *listening* homes, daytime, according to CBS — not 25% or 50% of a much larger figure!

Let us send you the facts—or ask Free & Peters!

CBS • 5000 WATTS • 960 KC

Owned and Operated by the
TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives

WDBJ
ROANOKE VA.

United Advertising Plans Drug Spots

Agency Describes 'Kelpidine' In Prospectus to Stations

IN PREPARATION for a fall spot campaign for Kelpidine, a reducing agent manufactured by American Health Aids Co., Newark, a prospectus will be mailed out to a selected list of radio stations by United Advertising Agency, Newark, describing the product and the general lines of the advertising copy. Prospectus is designed to aid stations, some of which are hesitant to accept advertising for drug products of this type, to understand the nature of the product and the claims which can be made for it.

In view of the fact that some stations do not accept reducing drug advertising, the station schedule is not yet known, but might include from 25 to 50 stations, it was learned. Present plans call for participations, such as five minute segments on hillbilly and other music programs, using a 1½ minute transcribed version of a 125-word commercial, outlining "Dr. Phillips' Kelpidine Reducing Plan."

Sold Nationally

Firm is establishing national distribution on the basis of mail order appeals, concentrating in those areas producing the most results, and radio advertising will be placed accordingly. Advertising in newspapers and national magazines, now in operation, will be extended as distribution increases.

Current schedule of stations broadcasting the Kelpidine commercials includes KWTO WAAT WDSU and promotion will start on *Dr. Eddy's Food and Home Forum* on WOR New York in August, according to United Advertising.

In addition, through American Health Product Advertising Co., Newark, the firm is using participatons on WOV New York.

Mark N. Smith

MARK N. SMITH, 64 merchandising and research director of KMBC Kansas City died July 15 at his home there. One of radio's early pioneers in the field of research, Mr. Smith was widely recognized for his contribution in developing many of the standard research methods in use today throughout the broadcasting industry. Mr. Smith who had been associated with Arthur B. Church, owner and president of KMBC, for 13 years, is survived by his widow, Mrs. Helen Smith and a 20-year-old son, Rex, an apprentice seaman, USNR, in V-12 training.

Music Helps Workers

MURIEL CUNNINGHAM, consultant of the RCA Industrial Music Service, speaking before a group of industry representatives and music students in the New York U. School of Music on July 17, declared that music played over a plant broadcasting system has proven a boon to America's war workers. Miss Cunningham spoke in the second of a series of lectures on industrial music sponsored by New York U. in cooperation with the RCA Victor Division.

...via WMAQ

From London and the French invasion towns, Rome, the Karelian Isthmus, from Yunnan Province and the South Pacific islands, accurate news is INSTANTLY brought to Chicago's millions by WMAQ.

The expert commentators, analysts and reporters who serve WMAQ, command the attention of the vast radio audience in the rich Chicago market—second largest in the United States. To them belongs much of the credit for making WMAQ the CHICAGO STATION MOST PEOPLE LISTEN TO MOST.

The great news-hungry mass of people who instinctively tune to WMAQ for the latest happenings both at home and abroad is another reason why WMAQ is the logical choice for local and spot campaigns. Astute advertisers have learned that their campaigns on this station do reach and influence millions of people and that increased sales and profits are the result.

In Chicago it's WMAQ.

WMAQ CHICAGO

They all tune to the

National Broadcasting Company

It's a National Habit

America's No. 1 Network

A Service of Radio Corporation of America

"Now, if we were only staying at THE ROOSEVELT"

When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT

MADISON AVE. AT 45th ST., NEW YORK

— A HILTON HOTEL —

ROBERT P. WILLIFORD, General Manager

Other Hilton Hotels From Coast to Coast:

TEXAS, Abilene, El Paso, Longview, Lubbock, Plainview; NEW MEXICO, Albuquerque; CALIFORNIA, Long Beach, Los Angeles, The Town House; MEXICO, Chihuahua, The Palacio Hilton. Hilton Hotels. C. N. Hilton, President.

Radio in Front as News Medium

(Continued from page 11)

were tuned in, for as he spoke Mr. Daly opened the little black bag, pulled out a small portable microphone and held it in front of the Senator.

The entire news conference, questions and all, was broadcast by CBS. It was the first event of its kind ever to take the air. It was the first time the American people had "attended" by radio an official news conference of importance.

Protests were raised by other networks and the newspapers. When the story was told that permission was obtained from Sen. Jackson himself, other net officials grinned, concluded they had been outsmarted by a bit of old-fashioned reporting modernized by radio.

Preceding the scoop pickup which went on the air at 9:02 p. m., Bill Henry, in his 8:55 p. m. newscast, disclosed the substance of President Roosevelt's letter, again due to what Paul White, CBS director of news broadcasts, termed "old-fashioned reporting."

That was just one of the many instances in which radio took the lead, worked hard and came up with outstanding coverage. All four major networks, as in the Republican Convention three weeks before, carried the general sessions simultaneously. Each network, as well as the 50 odd stations, did many special events and exclusive broadcasts.

NBC claimed a beat in reporting the decision of the "regular" Texas Democrats to walk out if both groups of delegates were seated, with each man entitled to half a vote. Morgan Beatty of the network's Washington staff was in the stadium basement where the delegates met and was on the air within a few seconds after the agreement was made. The Convention approved a resolution to seat both delegations.

When Vice-President Wallace arrived Wednesday morning the networks were on hand, along with press correspondents, at Grand Central station to greet him. But the Vice-President, apparently anticipating such a reception, got off the train at a suburban station and was whisked to his hotel. He held a news conference that afternoon, declaring his intention to fight for renomination.

All four networks had the Vice-President on the air—but not simultaneously. First was the Blue whose brief interview with Mr. Wallace went on the air soon after his arrival in Chicago. The Vice-President next was heard over CBS and NBC from his news conference at 3:30 p. m. Then came his broadcast on Mutual at the close of the evening session.

WLS Chicago wanted to broadcast a news conference Tuesday morning held by Mrs. Charles Tillett, head of the Women's Division of the National Committee. Convention officials turned it down, contending that radio hadn't done such a thing before and therefore no precedent was set. Permission was granted, however, to record the conference on a wire recorder. It went on the air at 3 p. m. (CWT) Tuesday.

As a result of new heights attained by radio on-the-spot coverage, officials of networks and independent stations alike were of the same opinion: That radio, already having reached its majority as a news dissemination medium, has laid a firm foundation for building a nationwide news-gathering organization to supplement the wire services.

[illegible] W. (Johnny) Johnstone, director of news and special features of the Blue Network; Tom Slater, director of special features and sports of Mutual; William F. Brooks, news chief of NBC, and Paul White, director of news broadcasts of CBS, were unanimous in praise for staff members who worked together for the general sessions and went out to dig up exclusives for their respective networks.

Bulletins Offered

Prior to the Convention all four networks had sought permission, as a public service, to feed any important news bulletins to the assembly. That offer was rejected by the Democratic National Committee, as well as by the Republican National Committee, to whom it also was submitted. They felt that the interruption of proceedings would detract from the business at hand.

Wednesday night, however, when Tojo and his cabinet resigned, the networks offered the bulletin to be announced over the Convention public address system. First reaction was rejection. The networks, meantime, had broadcast the bulletin. In the stadium were some 25,000 delegates and observers.

When Gov. Robert S. Kerr of Oklahoma concluded his keynote address, the bulletin was read. Delegates cheered. The band played. The networks had performed another public service. Outside Mutual's offices, to the rear of the

PLAYING EARSIE—Wearsie with a handie-talkie is D. Harold McGrath, superintendent of the Democratic National Convention radio news gallery, while CBS comedienne Gracie Allen orates on her foundation for "free radio"—"a handie-talkie for all listeners so they can play earsie-wearsie and listen while I make speeches".

Favored Byrnes

THREE days preceding the Democratic convention, Blue Network commentators cast a poll resulting in James F. Byrnes, director of the Office of War Mobilization and often referred to as "Assistant President" as top choice for Vice-Presidential candidate. Here's how commentators voted: For Byrnes—Earl Godwin, Clete Roberts, Leon Henderson, Ray Henle. For Wallace—Walter Kiernan, Martin Agronsky, Patricia Dougherty. For Barkley—William Hillman, Johnny Johnstone. For Truman—Harry Wismer, Bryson Rash. For Henderson — Gene Rouse. For Willkie—Drew Pearson.

"Hereafter, lady, yuh better keep tuned to WFDF Flint."

mezzanine and radio gallery, bulletins on Japanese developments were posted periodically throughout the evening.

Ian Ross MacFarlane, commentar of WITH Baltimore, who scored two beats at the Republican Convention, came through with another on Tuesday. At 7:12 p. m. the Maryland delegation, caucusing, agreed to support Gov. Herbert R. O'Connor for the Vice-Presidency. At 7:30 p. m., in a special pickup, MacFarlane was telling Baltimore listeners the story.

As a followup to the complete coverage of the Republican Convention, WING Dayton and WIZE Springfield, O., again fed special broadcasts to a six-station all Ohio network including WKRC Cincinnati, WCOL Columbus, WHK Cleveland and WKBN Youngstown, in addition to the two Charles Sawyer stations.

Mrs. Dorothy Vredenburgh, secretary of the Democratic National Committee, was one of the dignitaries interviewed for the six stations. WING and WIZE had studios in the LaSalle Hotel, headquarters of the Ohio delegation; the Stevens and the Stadium. Operations were directed by Lin Mason, program director of WING.

U. S. Recording Co., Washington, through arrangements with the National Committee, set up studios in the Stadium and Stevens for stations which made transcriptions. Several stations took advantage of that facility to make recordings for later use.

Seats were assigned in the radio news gallery, of which D. Harold McGrath, superintendent of the Senate Radio Gallery, was in charge, to the following:

Blue, Mutual, NBC, CBS, West Virginia Network, BBC, Yankee News Bureau, the Cowles stations (KSO KRNT WMT WNAX), KDKA KGER KGFW KHJ KMA KMOX KMPC KNX KPAS KPRO KSD KWK KTMS KSTP KUOA KXOK WAAF WBBM WBNS WCBI WELO WCFL WGAR WHBF WICA WIND WING WIZE WIP WITH WJJD WJR WLAV WLW WSAI WOL WOR WOW WRJN WROK WSPA WTMJ-WMFM WTAD WTCN WSOY, the Mason-Dixon group, Ask Washington, Press Assn., Transradio, Washington News Bureau, *Time on the Air.*

Brickhouse Break

HONOR of being the first radio announcer ever to address a national political convention goes to Jack Brickhouse, WGN-Mutual announcer, who read a Press Association bulletin anent the attempted assassination of Hitler, to the conventioners July 20 at the Chicago Stadium.

Mrs. Kuhn to GOP

MRS. IRENE KUHN has taken a leave of absence as assistant director of information at NBC to become associate director of publicity for the Republican Presidential campaign, according to Herbert Brownell Jr., chairman of the Republican National Committee.

Tenth Anniversary

WOMEN'S National Radio Committee will confer its annual radio awards Oct. 27 at a dinner at the Waldorf-Astoria Hotel, New York, marking the committee's 10th anniversary. In addition to honoring the best programs of the past year, Committee will salute the networks for their war coverage, and will make special awards for those programs which have consistently scored as winners, or received honorable mention from the Committee during the past decade, Mme. Yolanda Mero-Irion, is founder and chairman of the committee.

Ratner Aids Democrats As Advisor to Porter

VICTOR M. RATNER, former sales promotion manager of CBS, is working with the Democratic National Committee as special consultant to Paul A. Porter, publicity director. Both were with CBS at the same time—Mr. Porter as Washington counsel and Mr. Ratner in New York headquarters.

Mr. Ratner, in Chicago during the Convention, joined the National Committee staff July 14 but continues to direct his company in New York engaged in promotional and public relations work. He left CBS in 1941 to join Lord & Thomas, predecessor of Foote, Cone & Belding. Shortly thereafter, however, he went to Washington with OPA and afterward with the War Dept. He resigned last September, after two years in the war effort, to establish his own business.

Money Show for Pearce

DR. PEPPER Co., Dallas, for the summer only and effective Aug. 6 will replace Al Pearce in *Fun Valley* on the full Blue network Sun., 4-4:30 p.m. with *Darts for Dough.* Contestants are quizzed by Orville Anderson, originator and m.c. of the program—then toss darts in an effort to win the jackpot or smaller sums represented on the dart board. Agency is Trace-Locke Co., Dallas.

Do You
REALLY NEED TWO HEADS?

Maybe, if you have to debate with yourself. But there's no debate about picking California's third market. It's easy to see that this rich *Beeline* area composed of 41 counties with a population of *1,561,254 and with retail sales of *2½ billion offers the best road to Central California and Western Nevada.

WHAT IS
The Beeline

Not a regional network but a group of long-established key stations, each the favorite in its community . . . combined* on a new basis for National spot business.

See McClatchy Beeline rate listing first under California in Standard Rate and Data.

Robert A. STREET National Sales Manager
Paul H. RAYMER CO. National Representative

McClatchy Broadcasting Company
Sacramento, California

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER April-May, 1944

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	14.2	28.1	33.7	24.0
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	28.9	27.6	25.1	17.5
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	40.6	12.6	36.7	9.7

TAKE A LOOK AT THE RECORD
That's All We Ask!

WGRC Mutual

LOUISVILLE'S TRADING AREA
= 47% OF KENTUCKY'S POPULATION
= 57% OF ITS BUYING POWER

Burn-Smith-National Representatives

for SMN* it's WHN
DIAL—1050
50,000 WATTS
* SPORTS · MUSIC · NEWS

BLUE NETWORK
WFMJ
YOUNGSTOWN OHIO
28th METROPOLITAN DISTRICT
MORE LISTENERS PER DOLLAR
Ask HEADLEY-REED
New York, Chicago, Detroit, Atlanta, San Francisco

AP
WMIN, St. Paul, Minn.
. . . without question AP is the best news service which WMIN has ever used.
Frank M. Devaney
Ass't General Manager
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

If you buy or plan advertising for Iowa, you need
THE 1943 IOWA RADIO AUDIENCE SURVEY
gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to
CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

580 kc. FREQUENCY and peak soil conductivity give WIBW the "most - easily - heard" signal in Kansas and adjoining states.
WIBW The Voice of Kansas in TOPEKA

Texts of OWI Statements and Letter Sent by NAB . . .

RADIO stations last week received a memorandum from John D. Hymes, Deputy Chief of the OWI Domestic Radio Bureau, regarding the placing of paid advertisements for WAC recruiting in newspapers by the War Dept. (see story on page 12). Following the receipt of this memorandum, a Statement of Policy was issued by George P. Ludlam, chief of the Bureau, to clarify OWI policy with respect to future WAC radio allocations. Lewis H. Avery, NAB Director of Broadcast Advertising, also addressed letters to all stations asking for specific data to form the basis for a presentation by the broadcasting industry to obtain WAC recruiting advertising for radio.

The memorandum received by stations from Mr. Hymes follows:

Since the War Dept. has decided to spend their advertising appropriations for WAC Recruiting for the first four months of this fiscal year which starts on July 15, 1944 by buying newspaper space exclusively in 1800 newspapers throughout the country, the OWI Domestic Radio Bureau feels that the WAC recruiting campaign will be adequately handled in this media and that radio facilities which have always been voluntarily contributed should more properly be used in behalf of Government campaigns which do not have the benefit of such financial support. .

Accordingly, we do not anticipate scheduling any OWI allocations for WAC recruiting on any of the OWI radio facilities—local, regional or national—for this period.

Local Army PROs will undoubtedly approach you and request time on your station for programs and announcements for the WAC recruiting campaign. Individual stations at their own discretion may wish to grant such requests, but the OWI regional station relations offices as well as OWI Washington do not plan to submit any WAC recruiting programs or announcements to local stations as long as the War Dept. is using so vast an advertising appropriation exclusively in newspapers for this purpose.

Mr. Ludlam's statement follows:

In view of current interest in the matter throughout the industry it seems appropriate to explain the position of the OWI Domestic Radio Bureau in regard to the use of donated facilities administered by the Bureau in behalf of the Army WAC recruitment campaign.

The Bureau does not feel that it can fairly ask radio stations to contribute time to a campaign for which newspaper space is concurrently being purchased. A memorandum has been sent from the Station Relations Division to the war program managers of cooperating radio stations advising them of this decision and explaining why they are therefore not being asked to run WAC announcements. The same memorandum goes on to emphasize that individual stations in their own discretion are entirely free, as always, to run these announcements at the suggestion of local public relations officers, if in their opinion such action seems helpful and desirable.

The fact that under the circumstances the Domestic Radio Bureau does not anticipate carrying WAC announcements on the Station Announcement plan does not necessarily mean that the campaign will noe be carried on other facilities of the radio bureau. The WAC campaign, as is the case with all other government information programs, has always been allocated to available facilities under basis of comparative needs and urgencies. This is a single consideration which has invariably governed the assignment of facilities in the past and will continue to do so in the future.

Text of the letter sent by Mr. Avery follows:

Having learned that the War Department had appropriated $5,000,000 for WAC recruitment advertising during the current fiscal year, NAB made presentations to both the War Department and Young & Rubicam, Inc., seeking to have a proper share of these funds spent for broadcast advertising. NAB based this approach on two facts:

1. Approximately $500,000 was spent for WAC recruitment advertising during the 1942-1943 fiscal year and approximately $1,500,000 during the 1943-1944 fiscal year —all of it in newspapers.

2. The NAB Board of Directors, at its meeting on June 3, 1943, reaffirmed its opposition to the use of government funds for advertising but took "the position that, if Congress contemplates such legislation, every effort should be made to see that there be no discrimination as between the press and radio or any other medium of communication. . ."

Negotiations have reached a point where NAB needs some definite answers from the broadcasting industry.

Would you or wouldn't you accept paid advertising to promote WAC recruitment? That's the first and major question on which NAB needs your definite answer.

It is neither an academic nor a moot question. That's why we want a practical, realistic answer—one by which you would be willing to abide—if WAC advertising should be placed over the radio.

Let's get on with the facts. The Army urgently needs Wacs—lots of them. What's more, those now in service have established an enviable record of achievement and accomplishment. Any woman between the ages of 20 and 50, who has no children under 14 years of age, is probably eligible to join. Those between 20 and 35 are particularly sought.

The campaign for the coming fiscal year (which began July 1, 1944) will be based on the record of the Women's Army Corps. Various suggestions have been advanced for the presentation of the story as a half-hour program once per week: as three or five quarter-hour programs per week; as dramatized announcements or as station breaks. For which type of service could you clear the best availabilities to reach women between 20 and 35 in particular?

To expedite the presentation on behalf of the broadcasting industry, and to consolidate the program suggestions and time availabilities through one source for the convenience of the advertising agency, NAB has agreed to handle preliminary information. In so doing, NAB does not seek to supplant radio station representatives, many of whom are valued associate members of NAB.

Nor is NAB interested in any sales commission or other remuneration for such work as the staff members may do. It seeks only to have radio receive its fair share of the advertising budget for this government program of war information.

You will be expected to quote your national rate, grant the advertising agency the usual 15% commission and pay your national representatives in accordance with whatever contract you may have with them.

If you have a national representative, please send that organization copies of all correspondence with NAB on this subject.

Keeping in mind the theme of the present campaign and the age limits of the prospects for service in the WAC, what availabilities would you recommend?

Please fill out the enclosed form as completely and fully as you can.

In so doing, keep in mind the fact that any radio advertising in connection with WAC recruitment would not begin before October 1.

Please return the enclosed form as promptly as possible so that we may properly represent the industry in future negotiations.

WQXR GROSS INCOME UP 55½% JAN.-JUNE

WITH a 55½% increase in gross income for the first half of this year over the same period in 1944, WQXR New York has experienced the biggest six months in the station's history in terms of dollar volume, according to Hugh Kendall Boice, vice-president in charge of sales. Motion picture and theatrical company advertising has increased sharply, the station handling fourteen accounts in this field in 1944 as against four in the same period in 1943, the station reports.

Out of the 60 new accounts acquired, January-June this year, according to WQXR, six are new to radio—Richard E. Thibaut Inc. (wallpaper); Albert Frank-Guenther Law Inc. (advertising agency); E. P. Dutton Co. (book and magazine publishers); C. Ludwig Baumann & Co. (retail store), and Eagle Pencil Co. and Seaforth Toiletries Inc. (men's toiletries).

Advertisers affected by the station's ban on singing commercials [BROADCASTING, April 3] have finished out their contracts as permitted by the station, and renewed, using "live" announcements without singing accompaniment.

FCC Grants New Locals For Dublin and Pasco

TWO new local standard stations have been granted by the FCC, with conditions pursuant to the January 26 Policy.

Dublin Broadcasting Co. is authorized facilities of 1340 kc 250 w, unlimited time in Dublin, Ga. Partnership is equally owned by George T. Morris, who holds Butane gas and motor transportation interests; Wilmer D. Lanier, lawyer; and J. Newton Thompson, operator of his own auto finance company.

Other local is granted to Western Radio Corp., licensee of KODL The Dalles, Ore. and WKRC Pendleton, Ore., for Pasco, Wash., to operate unlimited time on 1340 kc with 250 w.

Hon. MacDonald Dunbar
Ted Bates, Inc.
New York, N. Y.

Dear Mac:

I just saw the last publicity release from W. Va.'s Workmen's Compensation Commission. It says that the average monthly wage paid in W. Va. during May was $10 higher than the April average, and $29 more than the average for May 1943. Steel workers averaged $206.77, Coal Miners $241.49, and Chemical workers $245.47. I guess those are the kind of pay checks that are of interest to advertisers with goods to sell. And come to think of it, maybe it'd be a good idea for me to point these increases out to my boss, too.

Regards
Yours,
Algy

WCHS
Charleston, W. Va.

CHARTER MEMBER of the WOR New York Chick Carter Inner Circle Club is Chick Michelson, son of producer Charles Michelson, born on the same day the series started. He was snapped at the mike as he "broadcast" a message at the program's first anniversary party.

Peabody Award Plans

NEW classifications of the 1944 George Foster Peabody awards and local listening post committee personnel will be announced soon, according to Dorothy Lewis, director of listening activities of the NAB, following a recent planning meeting in New York with Dean John E. Drewery, of the Henry Grady School of Journalism, representing Georgia U. and Edward Weeks, editor of the *Atlantic Monthly* and chairman of the awards committee.

OWI Halts Radio Aid to WACs

(*Continued from page 12*)

tion to the use of paid advertising in any media for war campaigns, OWI being of the opinion that much better coverage can be obtained through voluntary cooperation. It has reason to believe that no network would accept Government advertising and that more than 100 of the larger stations would not take Government money.

OWI's policy regarding Government paid advertising was firmly stated by its director, Elmer Davis, when the Bankhead Bill to appropriate $15,000,000 for War Bond advertising in small newspapers came before Congress last fall. Mr. Davis objected to the principle of Government subsidies of advertising in one media as both unfair and impracticable and saw a danger to independence of the press through control of advertising which might result from such legislation.

The Bankhead Bill, passed by the Senate but subsequently shelved by the House, was also opposed by Secretary of the Treasury Morgenthau, the War Advertising Council and the NAB. Testifying last October before the Senate Banking and Currency Committee, C. E. Arney Jr., NAB secretary-treasurer, submitted the NAB Board action of June 3, 1943 opposing advertising subsidies but calling for no discrimination against radio should legislation be adopted.

OWI's action on WAC recruiting is consistent with policies laid down previously in connection with both Government and commercial advertising for recruiting war workers. Last spring the Radio Bureau advised its regional station relations offices that it should not request stations to give time for recruiting workers for food processing plants as long as processors in their localities used paid advertising for such recruitment in other media only [BROADCASTING, April 10].

Earlier, the OWI Radio Bureau registered strenuous objection with the Railroad Retirement Board for buying newspaper advertising and at the same time requesting free radio time for recruiting railroad workers. As a result of this representation, RRB made changes in its advertising budget permitting it to buy radio time and agreed to use radio promotion exclusively or in a proportionate share with other media [BROADCASTING, March 6].

Chicago Mail Order Firm Plans Three Video Shows

ALDENS, Chicago Mail Order Co. is presenting a series of three fashion show telecasts on WABD, Du Mont video station in New York, to dramatize its new fall catalog, a 552-page book, largest in the company's history. Programs, scheduled for Aug. 2, 9 and 16, are being produced under the supervision of Buchanan & Co., New York, and are directed by Richard Hubbell, freelance television writer and director.

First of the three video programs will be "The Story Behind the Catalog," a five-scene drama. Second will feature a parade of fur-trimmed coats and third will be a beauty contest for the selection of Miss Television of 1945. Nine Conover models have been chosen as finalists from whom the winner will be selected. Some 60 articles of apparel will be displayed in the programs, which the company reports will cost approximately $15,000 to produce.

E. I. Schnadig, Aldens president, who is coming to New York to witness the programs, said that "The impact of television on the mail order business should be great because television in reality is a mail order catalog come to life."

Record Income Is Noted In Year by Farnsworth

FARNSWORTH TELEVISION & Radio Corp., for the fiscal year ended April 30, had the largest gross income in the company's history, according to the annual report. Gross income from sales, royalties and license fees totaled $39,806,797, as compared with $26,383,301 for the preceding 12 months, while net sales amounted to $33,893,420 as against $19,593,387 for the previous year, the report states.

E. A. Nicholas, president, stated that the company, which acquired WGL Fort Wayne recently, would add both television and FM stations later, subject to FCC approval. Noting the large number of applications received from responsible distributors and dealers, Mr. Nicholas attributes this to the fact that "the company has continued to advertise its products effectively during the war."

Aluminum Eased

UNDER THE WPB order issued July 15, use of aluminum, as far as the radio industry is concerned, was specifically permitted for manufacture of "commercial radio equipment and all wire communications equipment, but only where aluminum, copper or copper base alloy was used in commercial production in the United States during 1939, 1940 or 1941. The above partial restriction on the use of aluminum does not apply to electronic equipment, as defined in Order L-265." [BROADCASTING, April 26, 1943]. As far as manufacture of electronic equipment is concerned, the definition in limitation order 265 still holds.

MRS. RAYMOND CLAPPER, WGN and Mutual commentator, has just completed a film to be released for distribution shortly titled "Women and Peace" in which she interviews Ruth Bryan Rhode, former minister to Norway and daughter of William Jennings Byran.

On Your Cross-Country Hop..

The GATEWAY to the WEST is the TRI-CITIES

Rock Island & Moline, Ill.
Davenport, Ia.

Three good-sized cities . . . and 8 smaller ones . . . "bumping noses" with each other, forming ONE BIG MARKET . . . 200,000 prosperous urban population!

Industrial payroll totals nearly a BILLION DOLLARS annually . . . no reconversion cut-backs expected because Tri-Cities industries are based on peace-time products with a huge backlog demand. Recognized as the "Farm Machinery Capital" . . . truly a "sales" capital, too! Get some of these sales yourself thru—

WHBF
5000 WATTS 1270 KC
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat'l Representatives

SERVICE...
on all recording problems local, or national

Complete facilities for
- Spot Announcements
- Remote Pick-ups
- Full Air Check Service

U. S. Recording Co.
1121 Vermont Avenue Washington, D. C.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

CHNS
THE KEY STATION OF THE MARITIMES

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED
350 Madison Ave.
New York

630 KILOCYCLES
5000 WATTS Full Time
BLUE NETWORK
Represented Nationally by John BLAIR & CO.
KXOK
ST. LOUIS. MISSOURI

SURE SHOT IN IDAHO!

KSEI
POCATELLO · IDAHO

DUMONT TELEVISION
on the air three evenings weekly...
SUNDAYS
TUESDAYS
WEDNESDAYS
8 to 10 P. M., E. W. T.
Experimental commercials are a feature of every program!
DuMONT TELEVISION DEPARTMENT OF ALLEN B. DuMONT LABORATORIES, INC., PASSAIC, N. J.
Television Studios and Station WABD, 515 Madison Ave., New York 22, N. Y.

Sell the Booming Hard Coal Region!
WAZL
Hazleton, Pa.
NBC Mutual

Down South It's
WLAC
NASHVILLE, TENN.
50,000 WATTS

THE INDUSTRIAL GATEWAY TO THE RICH TENNESSEE VALLEY
NATIONAL REPRESENTATIVES PAUL H. RAYMER

Democratic Platform Ignores Radio

(*Continued from page 11*)

CIO News that his wife has been named a member of the New National Political Action Committee of the CIO. Mrs. Durr is vice-chairman of the National Committee to Abolish the Poll Tax.

The Committee recently issued a handbook to CIO unions, to guide them in obtaining radio time and in the best methods of presenting the Union's case.

In a recent statement, the vice-presidential nominee said:

"Radio has made the United States one great auditorium. In no other way can men instantly talk to all of this nation's 130 millions. To safeguard our basic democratic principles, radio must be utilized to its fullest extent. Then the ancient demagogues of the Old World will find no place in our way of life."

As a radio orator, Sen. Truman is practically an unknown. He will be pitted against Gov. Bricker the Republican Vice-Presidential nominee in the radio campaign ahead. Gov. Bricker while not on a par with Presidential candidate Dewey, nevertheless is a forceful and vigorous speaker, with great stamina.

The Democratic platform carried a 35-word plank dealing with communications. It reads:

"We believe in the world right of all men to write, send and publish news at uniform communication rates and without interference by governmental or private monopoly and that right should be protected by treaty."

This plank was regarded as ambiguous and not near as far-reaching as the forthright expression in the Republican platform.

While members of the Democratic Resolutions Committee were importuned to adopt a free radio plank, no radio spokesmen appeared in person at the opening hearings, preparatory to the convention. Kent Cooper, general manager of the Associated Press, testified in form of a free communications plank. He was asked whether his remarks also applied to radio and he responded affirmatively.

While domestic radio was ignored, many Democrats contended that the one short sentence asserting that "mankind believes in the four fredoms" was recognition of a "free radio".

PAUL PORTER (r) director of publicity of the Democratic National Committee, made his debut over the Blue at the Chicago Convention last week in this walkie-talkie interview with Clete Roberts, Blue war correspondent assigned to Gen. MacArthur's staff in the Southwest Pacific Theatre, who had returned to the States for a brief visit. Mr. Porter formerly was Washington counsel for CBS.

News to Newscast

LESS THAN 30 minutes after announcing at a news conference in Hartford July 14 that he had changed his mind and would run for another term, Connecticut's Governor Raymond E. Baldwin was at a WTIC microphone taking part in the station's 1 p.m. newscast. Gov. Baldwin was rushed to the radio station in a police car right after his 12:30 news conference, giving WTIC a scoop.

A REUTERS news dispatch presented by Henry Gladstone on WOR New York July 14 indicates that Lt. Jerry Danzig, USN, former publicity director of the station, may have been the first U. S. Naval officer to land in France on D-Day.

WAJR Seeks FM Net, Others File

APPLICATIONS were received by the FCC last week for two new standard local stations, two commercial television outlets, four FM stations and three noncommercial educational stations.

Licensee of WAJR Morgantown, W. Va., West Virginia Radio Corp., is applicant for a new FM outlet in Morgantown, to be supplemented by two satellite stations—one in Pittsburgh and one in Wheeling. Cost for the project is set at $218,-200.

Fetzer Broadcasting Co., licensee of WKZO Kalamazoo, Mich., applies for FM facilities in Grand Rapids. KEX-KGW Portland, Ore. has filed through its licensee, Oregonian Pub. Co., for a new FM station in that area.

Jos. M. Zamoiski Co., Baltimore wholesalle radio and electrical goods distributors, requests a commercial television station for Baltimore. The Pulitzer Pub. Co., licensee of KSD St. Louis and publisher of the *St. Louis Post-Dispatch*, seeks new commercial video facilities.

New standard local stations are sought by Central Valleys Broadcasting Co., Sacramento, Cal., and Loys Marsden Hawley of Conway, S. C. Mr. Hawley, manager for a local theatre chain, is remote engineer and maintenance man for WOLS Florence, S. C.

An experimental FM outlet is sought by William Henry Alford, Winston-Salem, N. C. Application was returned as incomplete. Educational noncommercial stations are requested by the Western Illinois State Teachers College, Macomb, Ill.; U. of Kansas, Lawrence, Kan.; and County of Ventura, Superintendent of County Schools, Ventura, Cal.

Facilities applied for and estimated costs of FM outlets, where given, may be found in Actions of the FCC on page 68.

Co-Op Disc Series

KERMIT-RAYMOND Radio Productions, New York, is producing a new series of half-hour transcribed programs titled *This—Is Hollywood*, featuring John Reed King as announcer-m.c., Enric Madriguera and a 20-piece orchestra, Hollywood stars as guest artists, a movie gossip spot and a dramatized condensation of old-time movies. Quality Bakers of America, cooperative bakery organization, is the first sponsor of the program, which will be available to other advertisers in areas where it is not sponsored by QBA members. Prepared with the cooperation of *Motion Picture Magazine*, series is directed by Ray Green.

Walker Heads WFCI

WALLACE A. WALKER, former general manager of WJHP Jacksonville, Fla., has been appointed general manager of WFCI Pawtucket-Providence. He has been with C. E. Hooper Inc. and MBS in New York. Also joining WFCI is Harry Moreland as program director. Mr. Moreland had previously been program director at WJHP and had been at WROL Knoxville and WDOD Chattanooga.

HAROLD HADDEN, supervisor of master control studio operations of WOR New York, will schedule all technical assignments and coordinate all operations between the station and WABD, the DuMont television station, in connection with the WOR video varieties programs. Mr. Hadden replaces Barney Boyl, who has been transferred from the engineering department to traffic manager of the program department.

Any town is a spot town tonight
ASK A JOHN BLAIR MAN
JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS

FROM THEIR BOOTH above the platform at Chicago Stadium, these executives and news personnel of Mutual covered sessions of the Democratic National Convention last week. Front row (l to r): G. William Lang, WGN Chicago chief engineer, who supervised network's technical details; Jack Brickhouse, WGN-Mutual announcer; Leo Cherne, network commentator; Frank P. Schreiber, WGN general manager. Background (l to r): Robert Sibold and Jay Ferree, WGN engineers; Mrs. Raymond Clapper, who made her network debut as a Mutual commentator at the Republican Convention; Dale O'Brien, WGN publicity director; and Walter Compton, WOL-Mutual commentator.

CONVENTION UPSETS PROGRAMS

Committee Deadlocks Bring Changes in Network Plans During Chicago Excitement

RADIO PROGRAM schedules were discommoded at last Thursday's Democratic National Convention, because of deadlocks in two committees—Credentials and Resolutions & Platform. The day's schedule was tossed about until even chairman Sam Jackson of Indiana knew not what was coming.

At 1 p.m. J. Leonard Reinsch, Democratic Committee Radio Director, advised the networks there would be nothing important unti 2 p.m. The networks remained on the air, however, until 1:30 p.m. At 2, when there still was no news from the deadlocked committees, some of the networks used fill interviews and commentaries. Others carried regular programs.

At 2:45 the networks returned to the air with proceedings. By unanimous vote the convention had frozen its schedule which called for reports of the committees ahead of nominations. When it appeared that the committees would not report for some time, the convention by unanimous consent agreed to suspend the order of business and call the roll for nominations. President Roosevelt and Sen. Byrd of Virginia, anti-new dealer, were nominated.

As the voting ended, the committee reports arrived. There were amendments to both but the reports were defeated. It was nearly 7 p.m. before the convention finally adopted the five-page platform, couched in generalized language throughout. At 7 p.m. the convention adjourned until 8:30 p.m.

Networks remained plugged in on proceedings until 7, then returned to the air at 9 and remained on with summaries of the day's events following adjournments at 11 p.m.

Changes in Thursday's schedule cost the networks and radio substantially in lost revenue.

Vice-presidential balloting Friday completely upset net schedules.

WCBM blue

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BALTIMORE
The BLUE Network Station

John Elmer, President
Geo. H. Roeder, Gen. Manager

FREE & PETERS, INC.
Exclusive National Representatives

Duffy's to NBC

BRISTOL-MYERS Co., New York of *Duffy's Tavern* on the Blue since October, 1942 for Sal Hepatica and Minit Rub, will shift the program to NBC Friday, 8:30-9 p.m. when it is resumed Sept. 15. Reason for the switch is said to be dissatisfaction with the Tuesday, 8:30-9 p.m. spot on the Blue. Bristol-Myers is currently sponsoring *Nit Wit Court* as a summer replacement on the Blue.

NAB, Journalism Assn. Survey Manpower Needs

CALCULATION of the personal needs of radio newsrooms for students trained in radio journalism was undertaken last week by the American Assn. of Schools and Departments of Journalism in cooperation with the NAB which mailed from its Washington headquarters a manpower survey questionnaire prepared by the AASDJ. Replies will be returned to Professor R. W. Beckman, journalism department, Iowa State College, Ames, Ia., who will compute the returns with the assistance of the radio news committee of NAB whose chairman is Karl Koerper, vice-president of KMBC Kansas City.

Questionnaire, which is in streamlined form, contains a return postcard for answers to the six questions among which are number of fulltime personnel, whether women would be used for news broadcasting, how many employes could be used if qualified, and how many persons actually broadcast news.

Religious Meeting

A RELIGIOUS radio workshop will be held July 24-31 at Tower Hill, Sawyer, Mich., as part of the Middle West Annual Leadership Training Conference of the Protestant Church. Rev. Everett C. Parker, assistant to the manager of NBC's public service department wil act as chairman of the radio conferences. Speakers will include: Judith Waller, manager, NBC public service department, central division; Rev. James Flint, chairman, Congregational - Christian Churches Radio Committee; Lt. Hazel Kenyon Markel, USNR, Radio Section, Office of Public Relations; Davis Edwards, professor of speech, Chicago U.; Elinor Inman, CBS director of religious programs.

WGN Design Contest

RULES for a $10,000 cash prize contest for the design of a studio theatre were announced last week by WGN Chicago, Mutual outlet. Booklet containing the rules will be mailed to all who apply. Prospective contestants are reminded in the booklet, that all types of radio broadcasting presentations, including AM and FM programs as well as television will be produced in the new theatre, which will be housed in a projected building of 12 or more stories. Deadline for acceptance of applications for the contest is 12 noon Wednesday, Nov. 1. Contest is open to all but employes of WGN and the *Tribune*, and their families.

Hubbell Resigns

FREDERICK L. KUGEL, publisher of *Television* magazine, has taken over the duties of editor, succeeding Richard W. Hubbell, who has resigned to devote fulltime to television production, and consultation for private firms.

SYLVANIA ELECTRIC Products, New York, has appointed Newell-Emmett Co., New York, to handle advertising for all products including both the lamp and radio division, effective September 15. Advertising will continue as it is for the present, according to Paul S. Ellison, advertising and sales promotion manager.

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Actions of the FEDERAL COMMUNICATIONS COMMISSION

JULY 15 TO JULY 21 INCLUSIVE

Decisions . . .

JULY 17

WGY Schenectady—Granted CP for auxiliary to decrease power from 50 kw to 5 kw and make changes in transmitting equipment.

KBKR Baker, Ore.—Granted mod. license to change corporate name from Baker Broadcasting Co. to Inland Radio Inc.

WELD Columbus, Ohio—Granted license to use transmitter formerly licensed to W8XVH as auxiliary transmitter.

Baltimore Broadcasting Corp., Baltimore—Placed in pending file application for new FM station.

Consolidated Broadcasting Corp., Los Angeles—Same.

Hearst Radio Inc., Baltimore—Same.

KRLD Dallas, Tex.—Same.

KTRH Houston, Tex.—Same.

North Carolina Broadcasting Co., Greensboro, N. C.—Same.

Poughkeepsie Newspapers Inc., Poughkeepsie, N. Y.—Same.

A. A. Schechter, Providence, R. I.—Same.

Thames Broadcasting Corp., New London, Conn.—Same.

Leonard A. Versluis, Grand Rapids, Mich.—Same.

Voice of Alabama Inc., Birmingham, Ala.—Same.

WFBM Indianapolis—Same.

Board of Education of City of Atlanta, Ga.—Placed in pending file application for new noncommercial educational station.

Board of Education of School District of City of Detroit, Mich.—Same.

WABI Bangor, Me.—Granted motion to continue date for taking depositions now scheduled for July 18 to Aug. 25 in re-applications for mod. CP and license renewal (action taken July 17). Also ordered that hearing now set for Aug. 7 be continued to Sept. 6 (action taken July 14).

WOV New York—Granted motion of Murray Mester and Meyer Mester for order to take depositions in hearing on transfer application.

WRLD West Point, Ga.—Granted mod. CP authorizing new standard station, for extension completion date from July 15 to Aug. 18.

JULY 18

KDRO Sedalia, Mo.—Granted license renewal.

Durham Broadcasting Co. Inc., Durham, N. C.—Designated for consolidated hearing application for CP new standard station 1580 kc 250 w unlimited with application of Harold H. Thoms for CP new standard station 1580 kc 1 kw unlimited.

Harold H. Thoms, Durham, N. C.—Same re above.

KRRV Sherman, Tex.—Granted request to waive Commission rules to permit station to announce identification as 'KRRV Sherman and Denison, Tex." when protion to announce identification as "KRRV grams originate throuh Sherman studies and as "KRRV Denison and Sherman, Tex." when prorams oriinate throuh Denison studios.

KELO Sioux Falls, S. D.—Granted CP install new antenna and make changes in ground system, subject to Commission decision on multiple ownership rule applicability to KELO and KSOO.

WQBC Vicksburg, Miss.—Granted CP change 1390 kc to 1420 kc, change 1 kw D to 1 kw D 500 w N unlimited time.

WDSU New Orleans—Adopted order granting petition for leave to amend application for license for auxiliary transmitter so as to permit use of previously licensed 1 kw transmitter with 1 kw D 500 w N instead of 1 kw DN as originally requested, employing a non-directional antenna; granted application as amended; removed application from hearing docket.

WGH Newport News, Va.—Denied request for waiver of such Commission rules as may be necessary to permit station to announce identification as "Newport News and Norfolk".

WINX Washington—Granted transfer control from Lawrence J. Heller, Agnes W. Heller, individually and as trustee for Pamela, Christopher, Anthony, Lawrence J. Jr. and Michael Heller, respectively, and Richard K. Lyon, to Eugene Meyer and copartnership composed of Eugene Meyer and Agnes Meyer d/b *Washington Post*, by transfer of 2,000 shares (100%) of issued and outstanding capital stock for cash consideration of $500,000.

WQXR, WQXQ New York—Granted transfer control by transfer of 60 sh (52.4%) of issued and outstanding Class A common stock from John V. L. Hogan to the New York Times Co. for approximately $1,000,000. Also granted renewal of licenses for main and auxiliary transmitter of WQXR and renewal of license of WQXQ.

KTAR Phoenix, Ariz.—Granted transfer control from Arizona Pub. Co. to John J. Lewis through transfer of 50,000 sh (77.27%) issued and outstanding capital stock for $375,000.

KECA Hollywood, Cal.—Granted vol. assgn. license from Earle C. Anthony Inc. to Blue Network Inc. for $800,000.

KYUM Yuma, Ariz.—Granted transfer control from R. N. Campbell, D. M. Campbell and Eleanor McCoy to John J. Lewis through transfer 12,350 sh (49.4%)) issued and outstanding captial stock for approximately $15,438.

KYCA Prescott, Ariz.—Granted transfer control from Albert Stetson to KTAR Broadcasting Co.

WJLD Bessemer, Ala.—Granted vol. assgn. license from J. Leslie Doss to George Johnston for $106,000.

JULY 19

Raymond C. Hammett, Talladega, Ala.—Granted motion insofar as it requested dismissal of application for CP; denied request for dismissal without prejudice.

KVOE Santa Ana, Cal.—Granted motion for postponement for 90 days of further hearing on application for CP 1480 kc 1 kw unlimited.

WHKC Columbus, Ohio—Passed over for one week petition of UAW-CIO for order directing taking of depositions and issuance of subpoena.

KNOE Inc., Monroe, La.—Granted petition, joined in by KMLB for severance of consolidated hearing. Granted petition of KMLB for 30 days continuance of hearing.

James F. Hopkins Inc., Ann Arbor, Mich.—Adopted order dismissing without prejudice motion for continuance of consolidated hearing with application of Washtenaw Broadcasting Co., for new standard station.

Tentative Calendar . . .

KMLB Monroe, La.—CP 1440 kc 1 kw unlimited DA-N (consolidated hearing set July 24 with KNOE Inc.).

KNOE Inc., Monroe, La.—CP and MP to change type of transmitter, change studio location and for approval of antenna and transmitter location (consolidated hearing with KMLB set for July 24).

KVOE Santa Ana, Cal.—CP 1480 kc 1 kw unlimited (July 26).

James F. Hopkins Inc., Ann Arbor, Mich.—CP 1050 kc 1 kw D (consolidated hearing with Washtenaw Broadcasting Co. (set for July 27).

Washtenaw Broadcasting Co., Ann Arbor, Mich.—CP 1050 kc 1 kw and 250 w D (set re above).

Applications . . .

JULY 18

Columbia Broadcasting System, New York—Extension of authority to transmit programs to CFRB and CKAC and other stations under control of CBC for period 9-15-44 to 9-15-45.

Jos. M. Zamoiski Co., Baltimore—CP new commercial television station, Channel 6.

WKLA Ludington, Mich.—Mod. CP authorizing new station for change in type of transmitter and extension completion and commencement dates, amended re change type transmitter.

Fetzer Broadcasting Co., Grand Rapids, Mich.—CP new FM station, 43,900 kc, 18,250 sq. mi. $93,000 estimated cost.

WAJR Morgantown W. Va.—CP new FM station, 43,500 kc, 33,244 sq. mi., estimated cost. Also two satellite stations on 49,900 kc, one at Pittsburgh with 1,620 sq. mi. and second at Wheeling, W. Va. with 344 sq. mi. Total cost $218,200.

Pulitzer Pub. Co., St. Louis—CP new commercial television station, Channel 1.

KTMS Santa Barbara, Cal.—Extension special service authorization to permit broadcasting under control and direction of Pacific Coast Maritime Industry Board, as public service without charge of information to longshoremen for period beginning 8-1-44.

William Henry Alford, Winston-Salem, N. C.—CP new experimental FM station, 48,000 kc, 20 w, special emission (incomplete).

Western Illinois State Teachers College, Macomb, Ill.—CP new noncommercial educational station, 42,000 to 50,000 kc, 1 kw (incomplete).

University of Kansas, Lawrence, Kan.—CP new noncommercial educational station, 42,900 kc, 1 kw, special emission (incomplete).

County of Ventura, Superintendent of County Schools, Ventura, Cal.—CP new noncommercial educational station, 1 kw (incomplete).

JULY 19

WGYN (Muzak) New York—Mod. license change product of plate voltage time total plate current in last radio stage from 1200 to 3900.

WHLN Harlan Ky.—License to cover CP authorizing change 1450 kc to 1230 kc, changes in antenna and ground system.

KOB Albuquerque, N. M.—Extension special service authorization for 770 kc 25 kw N 50 kw D unlimited for period beginning 10-1-44.

KGHF Pueblo, Col.—License to cover CP authorizing increase power D and changes in equipment.

Oregonian Pub. Co., Portland, Ore.—CP new FM station, 46,100 kc, 13,382 sq. mi., $64,320 estimated cost.

Central Valleys Broadcasting Co., Sacramento, Cal.—CP new standard station, 1340 kc 250 w unlimited.

Loys Marsden Hawley, Conway, S. C.—CP new standard station, 1490 kc, 250 w unlimited (incomplete).

JULY 20

KALB Alexandria, La.—Mod. CP authorizing change frequency, increase power, install new transmitter and DA-N and move of transmitter and studio, for extension completion date from 8-31-44 to 10-10-44.

WKAQ San Juan, P. R.—Mod. CP as modified authorizing move transmitter and studio, for extension completion date from 7-26-44 to 1-26-45. Same for auxiliary.

WSNJ Bridgeton, N. J.—Special service authorization to broadcast as a public service without charge, work shifts scheduled by Deerfield Packing Corp. and Seabrook Farms for period of approximately one minue beginning at 2 p.m. and 8 p.m. (EST) daily (incomplete).

A. W. Talbot, Billings, Mont.—CP new standard station, 1410 kc 1 kw N 5 kw D unlimited (dismissed at request of attorney).

A. W. Talbot, Missoula, Mont.—CP new standard station, 630 kc 1 kw N 5 kw D unlimited (dismissed at request of attorney).

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PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Program writer and producer wanted by a Western NBC station. For a man with a local station background in programming, one who is capable of doing a good programming job with transcription libraries and other programming facilities which are at the disposal of a local station, there is a permanent, pleasant and well paid job open. Give full details in first letter. Box 460, BROADCASTING.

Chief Engineer needed. Excellent opportunity as station has plans for expansion. Write KCRC, Enid, Oklahoma.

Experienced studio director and announcer. Give complete details in application. KPAC, Port Arthur, Texas.

Announcer-Operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI, Pocatello, Idaho.

Wanted—First or second class engineer, 250 watt NBC affiliate. Permanent position to right party. WJAC, Johnstown, Penna.

250 watt CBS affiliate in South Texas has opportunity for hardworking local salesman as working local commercial manager. Salary and bonus arrangement to enable a "plugger" to make some money. KGBS, Harlingen, Texas.

Announcer who has personality voice, who can sell on air, sober, not afraid to work at decent salary at a live forward-looking Blue network affiliate. Manager, WOLS, Florence, S. C.

Announcer wanted. Experienced announcer, sober and dependable. State experience and draft status. Write WSAU, Wausau, Wisconsin.

Network station in eastern city looking for program director with successful record. Will pay well for a man who can show he is a business producer. Our staff knows of this advertisement. Box 487 BROADCASTING.

5 KW CBS affiliate, wants continuity writer. This man will supervise continuity staff of 5-6 people. Job offers opportunity to produce programs. Box 441, BROADCASTING.

Experienced Salesman Wanted—By progressive CBS affiliate in city of 100,000 population in Central Texas. Married man preferred. Permanent. Opportunity for advancement. Give details and salary expected in first letter. Box 495 BROADCASTING.

Washington Engineering Firm needs draftsman and a qualified radio engineer. Must be good. State starting salary desired and draft classification. Box 209, BROADCASTING.

Situations Wanted

Chief Engineer desires permanent connection with progressive station having definite post war plans. Size of station unimportant if responsibility and remuneration adequate. Box 464, BROADCASTING.

Continuity Editor at Midwest network station available for dramatic script writing. Box 444, BROADCASTING.

Station or sales manager immediately available, draft exempt, sixteen years' experience, excellent record and references. Box 455, BROADCASTING.

Agricultural radio copywriter, producing commercials for six figure program over thirty stations, available free lance. Write needs. Box 476, BROADCASTING.

Situations Wanted (Cont'd)

Top-notch, versatile producer-announcer with record of proven results desires position as program director. Ten years' experience, five years handling the mechanics and operation of coast-to-coast programming. Willing to do some announcing. Draft deferred; available immediately. Will go anywhere for good opportunity. Box 477, BROADCASTING.

Producer-Director. Idea man. Writer. Extensive musical background. Honorable discharge from Army. Now on west coast. Box 478, BROADCASTING.

Manager: Present employed network station executive planning change. Age 44, college graduate, 21 years' comprehensive experience, best of credentials and contacts. Present employer knows of this ad. Your reply held confidential. Address Box 479, BROADCASTING.

Manager and commercial manager of 5000 watt station desires change. Guarantee increase sales. Eleven years' general broadcast experience. Good promotional ideas. Specializing news and special events announcing. Audition disc upon request. Reference. Box 481, BROADCASTING.

Writer-Producer now writing New York network shows wants midwest job. Reason: New York has no place to raise children. Age 34, draft exempt; plenty smaller station experience besides writing for the "big time". Guarantee I haven't "gone Broadway". You'll get an enthusiastic worker who likes to see a good show go on the air, knows how to write and produce "tailormade" shows your salesmen can sell. Can write good selling copy, comedy shows, dramatic. Progressive program manager, or good addition to your staff. Must give two weeks' notice. Eight years' experience with networks and stations. Box 480, BROADCASTING.

Topnotch radio publicity man employed leading New York advertising agency desires free lance work evenings, Saturdays, Sundays; metropolitan radio station. Box 482, BROADCASTING.

Radio technician telephone, telegraph licenses. Experience transmitter, control board; newspaper. Honorable military discharge. Interested control board small station; script; technical publication, New York City. Box 483, BROADCASTING.

All-round man—Two years' experience; announcing, studio engineering, news, some script-writing, seeks position as assistant program director or assistant to station manager. Married, 4-F. Box 484, BROADCASTING.

Station manager available. Newspaper background. Now managing 5 kw station. Unquestionable references, ability and character. In radio 10 years—5 years station manager, 5 years sales and sales manager. Past draft age. Know every phase station operation. Prefer midwest, southwest, or west coast. Box 485, BROADCASTING.

Planning postwar FM and Television? Let me explain how, as your promotion-publicity director, I can tell your story now to the public and potential sponsors. Reply only if progressive organization in good market. Box 486, BROADCASTING.

Salesman, young, alert, aggressive, draft exempt, desires position with progressive station, preferably Ohio, Indiana, Michigan, But will accept good offer elsewhere. Also holder of third class phone. Box 489, BROADCASTING.

Radio commercial writer desires agency or station connection. Excellent radio background. Box 491, BROADCASTING.

Assistant program director, chief announcer, metropolitan station, wants program management, announcing, newscasting, smaller community. Fully experienced. Reliable. Box 490, BROADCASTING.

Situation Wanted (Cont'd)

HERE'S YOUR MAN—Successful background of sixteen years in radio in programming, producing. Personally well known in news and sports; trained, capable and background to fill any position in radio station outside of engineering. Married and exempt from draft. Applicant has fifteen years of news broadcasting and has been sponsored continuously during that period. At present broadcasting daily over 50,000 watt station. Applicant will furnish complete details. Present connection lucrative but not satisfactory. Address Box 494, BROADCASTING.

WOMAN College Graduate—Third class operator's license. Background: English, acting, announcing. No location preference. Box 493, BROADCASTING.

Wanted to Buy

Wanted at once—Necessary equipment for complete 5 kw broadcast installation. Transmitter, 3 towers, termination and phasing equipment and crystals. Box 492 BROADCASTING.

Wanted to buy either 250, 500- or 1000-watt approved broadcast transmitter. Also approved modulation and frequency monitors. Address Box 260, BROADCASTING.

Wanted to buy—Two water jackets complete with mounting insulators for 220 C tubes. Box 463, BROADCASTING.

250 watt equipment, complete with all accessories. Cash. All replies answered. Box 488 BROADCASTING.

Wanted to Buy: TMV 129-B RCA Crystal Holder and Crystal. Alabama Broadcasting Co., Inc., Birmingham, Ala., Box 2204.

For Sale

One model Y-4 Presto recorder and low impedance input amplifier. $750.00. A. Friedenthal, 5396 Oregon, Detroit 4, Mich.

For sale. Controlling interest in Midwest, due to health. 250 watt local. Box 466, BROADCASTING.

Miscellaneous

Will swap: General Radio Type 608A, Oscillator-FOR-General, Radio Type 731B or any FCC approved modulation monitor or frequency monitor. Box 442, BROADCASTING.

New Canada Call

EMPLOYES OF privately-owned Canadian broadcasting stations in the callable age groups, who have been deferred or whose medical categories have not been finally decided, are to be called for re-examination by National Selective Service, it was announced at Ottawa July 17.

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NBC Prayers

NBC through its owned and operated stations is opening and closing each broadcast day locally with a one-minute prayer, surrounded by appropriate organ music. Already participating in the plan since July 4 are WEAF New York, WTAM Cleveland and KOA Denver. Other O&O stations and NBC affiliates may take up the idea. Prayers are composed and delivered by clergymen of the three major faiths—Protestant, Catholic and Jewish, and recorded for distribution.

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WPB Plans Leave Radio Unaffected

Reconversion Problem Expected to Cause Little Delay

AUTHORIZATION by the War Production Board permitting immediate preparations for limited reconversion of industry will have little effect on prospects for early civilian production of radio sets or broadcast equipment, it developed last week following the issuance by the WPB of a schedule of orders partially relaxing present restrictions.

Heavy demands upon the military for radio and electronics equipment will prevent any diversion of manpower or materials for civilian production for some time to come or at least until the European phase of the war is ended, according to John Creutz, chief of the Domestic and Foreign Branch of the Radio and Radar Division. He pointed out that military orders are running considerably behind schedule.

No Delay Seen

With the conclusion of the war in Europe a partial resumption of civilian production can be expected and the radio manufacturing industry will be in the fortunate position of being prepared to proceed with a minimum of delay, declared Mr. Creutz.

Chief reason for this, he pointed out, is that radio will be able to accomplish a speedy conversion of at least part of the industry. The WPB order to be issued July 29 permitting purchase of machine tools for civilian production, while being of great importance to the automobile and other heavy industries, will be less needed by radio manufacturers than others. So similar is the production of some military equipment to civilian sets that in many cases it will be simply a matter of changing cabinets or consoles or using one type of tube in place of another.

As far as broadcasting equipment is concerned the industry will be in a position to convert quite readily.

But there are other problems which face the industry and which need to be dealt with soon if postwar or post-European war production is to avoid confusion and possible chaos. Principal among these are (1) determination of frequency allocations governing FM receiver and transmitter production, (2) disposal of surplus war equipment, (3) industry stockpiles of component parts.

One can hardly talk about postwar radio production today without involving FM. Many of the largest manufacturers expect to devote a substantial part of their facilities to making FM sets. Some of them have already acquired considerable experience in turning out such sets for the military, especially the latest type of walkie-talkie. They are prepared on a moment's notice to go into production.

The FCC has now more than 200 applications for construction permits for FM stations which will be considered as soon as equipment is available. Manufacturers will be able to begin production on this equipment in short order when WPB gives the word and technical problems regarding allocations of frequencies are worked out.

But before manufacturers can proceed with FM sets they must know what band in the radio spectrum is to be assigned to broadcasting in this realm. This is one of the problems the Radio Technical Planning Board is now considering. It is a problem involving a variety of opinions and is said to call for more knowledge than is now available.

The surplus war equipment problem is one of the most serious confronting the radio manufacturing industry and, unless proper safeguards are invoked, might cause endless confusion. The possible effects of dumping hundreds of thousands of walkie-talkie and other receiving and transmitting sets on the market, it is felt, should be weighed carefully.

All that has been done officially thus far regarding surplus disposal is the preparation of a memorandum by a subcommittee of the FCC which calls the Commission's attention to various aspects of the problem. It is expected that the Commission will soon meet to consider the matter and decide on a course of action.

Danger of Interference

Principal danger resulting from uncontrolled disposal of surplus communications equipment would be the interference which use of portable transmitters would cause. It is likely that steps will be taken either to prevent sale of such equipment to individuals or to issue a warning to the public that licenses must be obtained from the FCC to operate the transmitters.

The Defense Supplies Corp., a subsidiary of the Reconstruction Finance Corp., which will handle military surplus disposals in the radio-electronics field, is believed to favor turning back surplus items to manufacturers rather than to jobbers or other outlets. It is expected that this subject will be discussed when the Industry Advisory Committee meets Aug. 15 with the WPB.

FCC is not represented on the advisory board of the Surplus Property Administrator although its regulation over radio is analogous to that of the Civil Aeronautics Authority, which is represented, over aviation. An amendment to the executive order creating the SPA would be required to give FCC representation.

Equally, if not more, serious is the problem of industrial stockpiles of radio components which will confront radio when reconversion time comes. The size of these stockpiles is believed to be so great that some quarters question whether there will be need for civilian production of new parts for many months. Many of these parts, including tubes, condensors and resistors, can be readily used for civilian sets, engineers say.

Outlets for Surplus

Civilian production can absorb only a portion of the surplus equipment, however, and there will still remain enormous quantities on the market. It is hoped that new FM and television stations will utilize some of the remainder. Another outlet for this material is the development of electronic appliances in industry.

In the meantime, the industry is looking to a huge postwar demand for radio sets which would expand production far beyond pre-war volume. Benjamin Abrams, president of the Emerson Radio & Phonograph Corp., estimated that postwar demands would require 25,000,000 sets and predicted that the manufacturing industry would expand into a $3,000,000,000 volume as compared to the pre-war volume of $300,000,000 to $400,000,000.

At a meeting in New York last week with its eastern distributors the company outlined a plan whereby consumers could be put on a "preference list" entitling them to postwar sets, with "preference delivery quota" certificates incurring no obligation to purchase.

Drawn for BROADCASTING by Sid Hix

"Say, Maw, Here's One Way of Saving Our B Battery!"

Lavin Leaves WDAY For Marine Commission

BARNEY LAVIN, general manager of WDAY Fargo, N. D., has been granted a leave of absence to accept a commission as 2nd Lieutenant in the Marine Corps. He reported to Quantico, Va. for training July 23.

Lt. Lavin

Joining the WDAY staff in 1935, Mr. Lavin was appointed manager of the station in 1942, and for the past year he has been one of the directors-at-large of the NAB, representing medium sized stations. In making the announcement of Mr. Lavin's leave of absence, Earl Reineke, president of WDAY, said that Jack Dunn, assistant manager will take over Mr. Lavin's duties. Tom Barnes will direct sales.

Mrs. Lavin and their son, Blake, will remain in Fargo.

KRMD Granted Change

CONSENT has been granted by the FCC to KRMD Shreveport, La., for assignment of license from the licensee corporation to the company's stockholders, doing business as a partnership under the same name. There was no shift of interest holdings or monetary consideration involved.

KPHO to Blue

EFFECTIVE Aug. 15 KPHO Phoenix becomes affiliated with the Blue network as a member of the Pacific Coast group, bringing the total number of Blue stations to 195. KPHO, owned by the Phoenix Broadcasting Inc., operates fulltime with 250 w on 1230 kc.

Sterling Names Wilkins

BERNE W. WILKINS, former head of his own advertising agency, has been appointed radio and television director of Sterling Adv. agency, New York. He is now planning radio and video programs for Gotham Silk Hosiery Co. and Morris W. Haft & Bros. Inc., New York, women's clothing manufacturer.

JACK BENNY, NBC comedian, has arrived in New Guinea with a troupe of entertainers to begin his tour of service camps, according to an AP dispatch from Port Moresby.

KRLD, DALLAS, TEXAS

31 MONTHS

KMBC, KANSAS CITY, MO.

26 MONTHS

KOIN, PORTLAND, OREGON

24 MONTHS

WTOP, WASHINGTON, D. C.

22 MONTHS

KGU, HONOLULU, HAWAII

19 MONTHS

WADC, AKRON, OHIO

19 MONTHS

WIZE, SPRINGFIELD, OHIO

19 MONTHS

WLOK, LIMA, OHIO

19 MONTHS

WHLD, NIAGARA FALLS, N.Y.

18 MONTHS

KGHF, PUEBLO, COLORADO

15 MONTHS

WGBI, SCRANTON, PA.

14 MONTHS

WKBH, LA CROSSE, WISC.

12 MONTHS

You are looking at one dozen reasons why you should be putting The Texas Rangers to work for you.

Taken from a list of over fifty current subscribers to The Texas Rangers transcribed library, these one dozen radio stations—large and small, and from all parts of the country—each have realized the commercial benefits of the Rangers for one year or more.

What better success story could a transcribed service such as The Texas Rangers have than long-life sponsorship? It can mean only one thing—unusual listener acceptance of this music with mass appeal, and thereby satisfied commercial following.

As just a thought—we are again entering into negotiations with national and regional advertisers for the season ahead to sponsor The Texas Rangers in markets throughout the country. With the library sold in each market on an exclusive basis, it is to be recommended that you tie up the franchise for your territory by writing or wiring immediately.

The Texas Rangers **LIBRARY**

An Arthur B. Church Production

WRITE GEORGE E. HALLEY, PICKWICK HOTEL, KANSAS CITY 6, MO.
WEST COAST—BOB BRAUN, 202 N. Canon Drive, BEVERLY HILLS, CALIF.